

## WHARTON WEST IS THE SAN FRANCISCO CAMPUS OF THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA.

The Wharton School, established in 1881 as the first school of management in the world, is renowned for innovative leadership and broad academic strengths across every major discipline and at every level of business education. The Wharton School is committed to creating and disseminating knowledge to build leaders of integrity.

Wharton West provides West Coast corporations with greater access to Wharton's unparalleled thought leadership and extensive faculty research. The Wharton West campus offers a new regional opportunity for high-potential business leaders to earn a Wharton MBA while continuing in their careers via the MBA Program for Executives. Wharton West also serves the broader business community through conferences, open-enrollment executive education, and a wide range of programs that can be customized for specific companies and organizations.

Wharton's strong ties on the West Coast get stronger each year. Nearly 9,000 Wharton alumni live and work in the region, connected by a powerful alumni network anchored by eight area alumni clubs. Each year 5% to 10% of undergraduates and about 15% of full-time MBA students accept positions on the West Coast upon graduation, joining the nearly 200 MBA students who attend classes at Wharton West at any given time.

## THE WHARTON WEST CAMPUS

Located in the historic Folger Building in San Francisco's financial district since 2001 and expanded in 2003, Wharton West is a state-of-the-art educational center designed to support the innovative learning style that Wharton has pioneered. Wharton West is a short drive from the East Bay, Silicon Valley, and Sacramento. Most major cities in the western U.S. and Asia are a non-stop flight away.



## WHARTON MBA PROGRAM FOR EXECUTIVES

The MBA Program for Executives is a two-year residential program in an executive format. Students attend classes on alternate weekends (Friday and Saturday) and two three-day sessions each term (Thursday, Friday, and Saturday). Students spend more than 700 hours in class — about the same as traditional MBAs — in a living-and-learning environment.

**Same Prestigious Degree:** The Wharton MBA Program for Executives is a true Wharton MBA.

**Same Top Wharton Faculty:** The faculty that teach at Wharton West are drawn from Wharton's body of 260 standing and associated faculty members — the most cited business faculty in the world.

**Same High Standards Among Classmates:** An extremely competitive admissions process guarantees that students benefit from lively faculty and student interchange in a true Wharton classroom experience.

**Rigorous Curriculum:** Master a comprehensive curriculum that has made the Wharton MBA one of the most respected degrees in the world.

**A Lifelong Community:** Wharton's worldwide community has more than 80,000 alumni throughout 139 countries.

Selected list of West Coast corporations sponsoring Wharton MBA for Executives current students or graduates: Amgen Inc., Cisco Systems, Inc., J.P. Morgan Chase and Co., Gap, Inc., Boeing and The Walt Disney Company.

"I knew I would be getting the name, the network, all the good things associated with a high-level school, but most importantly I would be getting a top-level education. Given all that, the personal price of commuting from Portland to San Francisco is insignificant. It's turned out to be very easy and definitely worth it."  
— Anil Paranjape, WG'05

For more information about Wharton West:

<http://west.wharton.upenn.edu>  
phone 415.777.1000





## WHARTON EXECUTIVE EDUCATION PROGRAMS

Wharton Executive Education offers short, intense, non-degree programs for executives, led by Wharton faculty. Targeted to middle and senior executives, these programs draw participants from a wide range of industries and countries to share insights and perspectives with Wharton faculty and each other.

### OPEN-ENROLLMENT PROGRAMS

Varying in length from three days to several weeks, these programs address the critical business issues executives face today. Designed and taught by acclaimed Wharton faculty, open-enrollment programs offered at Wharton West provide practical knowledge and broader insights into finance and accounting, leadership and management, strategy, and marketing.

### CUSTOM PROGRAMS

As one of the world's largest providers of customized programs, sessions can be delivered at Wharton West or at an alternate site identified during the program design process. Recent custom offerings have included:

- Developing next generation leaders
- Segmenting markets effectively
- Capturing innovative ideas and launching new products with competitive advantage

- Integrating a fragmented corporate culture across a global organization
- Aligning corporate strategy with tactical capabilities
- Allocating resources for maximum business impact.

**Recent Wharton custom clients include Microsoft, Bank of America, Coca-Cola, IBM, and Clorox.**

### CONFERENCES AND FORUMS

Conferences and forums bring alumni and business leaders to Wharton West for special events based at the Center and connected to other locations worldwide.

#### **Wharton West Leadership Conference 2005: "Leading With Creativity and Conviction"** — February 2, 2005

This annual day-long conference is devoted to exchanging ideas about how senior executives can engage in creative leadership for innovation and sustainable growth — whether in the private, public, or nonprofit sectors. Past conference speakers include Lew Platt, chairman of The Boeing Corporation; David Pottruck, former CEO of CharlesSchwab; and Vint Cerf, SVP of technology strategy at MCI and chairman of ICANN.

To learn more about the next conference, contact Mark Davidson at [mark47@wharton.upenn.edu](mailto:mark47@wharton.upenn.edu) or 415.267.6353 x.6415.

### WHARTON WEST BRINGS IMMEDIATE VALUE TO EXECUTIVES AND CORPORATIONS

**Knowledge@Wharton** is a biweekly online resource that offers the latest business insights, information, and research from Wharton. Search K@W databases or subscribe to access analysis of current business trends, interviews with industry leaders, white papers from Wharton faculty, articles based on the most recent business research, book reviews, and conference and seminar reports.

### PARTNERING WITH WHARTON: THE WHARTON PARTNERSHIP

The Wharton Partnership is the Wharton School's program for fostering industry/academic collaboration. The Partnership provides a single entry point to the School and builds an individualized alliance for each of 160 corporations and foundations. Contact the Wharton Partnership to forge your customized relationship with Wharton.

### RECRUITING WHARTON STUDENTS AND ALUMNI

When you're looking to fill full-time, intern, contractual, or senior-level positions, Wharton and the University of Pennsylvania provide connections to outstanding talent. Tap into Wharton's alumni base for top leadership, recruit among Wharton's West Coast executive MBA graduates, or reach out to the 5% to 15% of Philadelphia-based MBAs and undergraduates who relocate to the West Coast each year.

### WHARTON SCHOOL PUBLISHING

Wharton's imprint brings new thought leadership through books and tools — knowledge that is timely, important, relevant, and implementable. Rely on Wharton School Publishing titles for insight and action points to positively impact your business.

"The week I spent in this [Executive Education] program was one of the more productive of my career. The program is a perfect blend of diverse faculty, current and relevant theory, and solid functional strategic analysis. The tools I acquired will pay dividends for years to come."

— Shane Peery, CFO  
Cherokee & Walker

### SPRING 2005 AT WHARTON WEST

- *Wharton West Leadership Conference* — *Leading with Creativity and Conviction*, Feb 2, 2005
- *Integrating Finance and Marketing: A Strategic Framework*, Apr 4-7, 2005
- *Leading the Effective Sales Force*, May 2-5, 2005

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