SEMESTER IN SAN FRANCISCO FALL 2016
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Agenda

• Welcome
• Vision and History
• Academics
• Student Programs
  • Student Life
  • Leadership
  • Wharton Entrepreneurship
  • MBA Career Management
• Admissions Process & Logistics
• Student Panel
• Q&A
VISION AND HISTORY
Semester in San Francisco 2012

SSF Cohort 2012

Net Promoter Score
• Q2 NPS = 74%
• 2010 Apple iPhone NPS = 73%

Students said…
"I couldn’t look at my pictures from San Francisco when I came back to Philly."
"It was my best experience at Wharton."
“The Semester in SF program was a true highlight of my Wharton experience. I especially enjoyed the opportunity to meet a group of students, and became a tight knit group of friends.”

“This experience has been life-changing. We are part of a very structured MBA program, but this program is really entrepreneurial.”

“The courses we got in SF were great. The level of engagement was high and I could pick up on patterns and perspectives across classes.”

“We have a lot of alumni out here that are willing and ready to help and are engaged in our events.”
Faculty 2015

David Bell  Peter Cappelli  Morris Cohen  Tom Lee  Cade Massey

Karl Ulrich  Keith Weigelt  David Wessels  Shawndra Hill
## Curriculum Fall 2015

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
<th>Course #</th>
<th>Instructor</th>
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<td>Regional Seminar - REQUIRED</td>
<td>0.5</td>
<td>OIDD659</td>
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<tr>
<td>Influence</td>
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<td>OIDD652</td>
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<tr>
<td>Operations Strategy Practicum</td>
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<td>Marketing and Electronic Communications</td>
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<td>MKTG784</td>
<td>David Bell</td>
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<tr>
<td>Negotiations *</td>
<td>1</td>
<td>MGMT691</td>
<td>Peter Cappelli</td>
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<tr>
<td>Technology Strategy*</td>
<td>1</td>
<td>MGMT731</td>
<td>Karl Ulrich</td>
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<tr>
<td>Data Mining for Business Intelligence</td>
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<td>OIDD 672</td>
<td>Shawndra Hill</td>
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<td>Venture Capital and the Finance of Innovation*</td>
<td>1</td>
<td>FNCE750</td>
<td>David Wessels</td>
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<td>Field Application Project</td>
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<td>Keith Weigelt</td>
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<tr>
<td>Global Immersion Programs</td>
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*Counts toward Entrepreneurial Management Major

Survey will be distributed on your SSF course interests
OIDD 659 Regional Seminar Speakers – Fall 2015

• Jon Sobel (WG'07), Cofounder and CEO, Sight Machine
• Lisa Falzone, Cofounder and CEO, Revel Systems
• Mark Gainey, Cofounder and CEO, Strava
• Andrew Chen, Investor and Tech Blogger
• Susan Feldman + Alison Pincus, Cofounders, One King's Lane
• Steffan Tomlinson, CFO, Palo Alto Networks
• Parker Conrad, Founder and CEO, Zenefits
• Aisling MacRunnels, Chief Development Officer, Jive Software
• Mihir Gandhi (WG'10), GM San Francisco, Munchery
• Ania Smith (WG'02), Head of Business Operations, AirBnB
• Prasad Thammineni (WG'07), Chief Product Officer, Choose Energy
• Wayne Lin (WG'11), VP Product Management, Opower
OIDD 680 - Operations Strategy Practicum Site Visits

- Boeing Everett Plant (Seattle)
- Costco (Seattle)
- US Navy (San Diego)
- Taylor Guitar Company (San Diego)
- Maquiladora factories (Tijuana) – 3 days trip
- Cisco (San Jose)
- Starbucks (Seattle)
- Amazon Distribution Center (Bay Area)
Academic Advising

Academic Advising
• Majors and credit units
• Course registration and ISP
• Course Match support
• Offered on-site (2x/semester) and virtually anytime

Registration for SSF courses
• No Course Match

Course load
• Between 3 and 6 credit units
• 1 cu can be taken pass/fail - OPIM659 Regional Seminar does not count toward the limit

Side note: Apartment sublet help available through MBA PO
Field Application Projects (FAP) – 2015 Examples

**Samsung Ventures America**
- Corporate venture capital fund, focused on American investments
- Project: Building Samsung Ventures Start-up Ecosystem

**Sonoma County Winegrowers**
- Organization dedicated to the promotion and preservation of Sonoma County
- Project: Marketing and Communications

**Snapchat**
- Temporary photo and video messaging company, continues to capture more users and interest from investors
- Project: Expansion strategy plan

**Ampush Media**
- Ad-tech company using mobile-first platforms (i.e. Facebook, Twitter)
- Project: Business and Corporate Development Strategy
STUDENT PROGRAMS
Student Life

Student Life Fellows (2 for SSF)

Social Event Survey
• Vote for major trips
• Small group events

Red and Blue Ball

Santa Cruz Surfing

Tahoe
Co-Curricular activities

SSF Fall 2015 @Tech Crunch Disrupt

Partnership w/General Assembly (MBACM/Tech Club)
Leadership Program – Overview

What: Wharton Leadership Program will deliver workshops and/or intensives in San Francisco

When: All programming will be delivered over one weekend in the Fall

Who: Programming will be open to SSF students and Wharton San Francisco Executive MBA students

How: Registration will be announced via email in August to SSF class, participants will be selected by lottery

Fall 2015 Examples: Gathering Intelligence through Conversation and Managing Conflict with Power & Presence (Aikido)

For specific questions, contact: Jules Roy, julesroy@wharton.upenn.edu
Wharton Entrepreneurship

Exploring and Building
• Mixers with SF entrepreneurs and WEMBA

Ready to Launch
• Venture Initiation Program (VIP) - workshop series, professional advisors, and community of entrepreneurs
• Currently in VIP: can transition to SF program
• Thinking about VIP: will run Fall application cycle in September

Speakers and Workshops
• Wharton Entrepreneurs Workshops
• WEMBA Roundtable Series
• VIP Workshops – open to all students
MBA Career Management

Get Your Input
• Career goals and interests survey

Offer SSF Specific Services
• SSF Resume Book
• SSF Fall internships
• Company visits
• Alumni mixers and lunches
• On-site career advising

Access to PHL Recruiting
• Virtual career advising
• MBACM website
• CareerPath access: job board and OCR
• Weekly industry emails
• On-campus events: Info Sessions, Expo, etc.
### MBA Career Management – SSF 2014 Career Reporting

<table>
<thead>
<tr>
<th>SSF 2014</th>
<th>#</th>
<th>%</th>
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<tbody>
<tr>
<td>Class of students</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>Seeking FT Employment</td>
<td>40</td>
<td>61.5%</td>
</tr>
<tr>
<td>Seeking students reporting full-time job offers</td>
<td>38</td>
<td>95%</td>
</tr>
<tr>
<td>Seeking students reporting full-time job acceptances</td>
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<td>95%</td>
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<td>Students not seeking employment</td>
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<td>30.8%</td>
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<tr>
<td>Company sponsored / returning to company</td>
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<td></td>
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<tr>
<td>Starting own biz</td>
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<td></td>
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<tr>
<td>Personal/other reasons</td>
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<td></td>
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<tr>
<td>Postponed search</td>
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<td></td>
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<tr>
<td>Students not responding to survey</td>
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#### Full-Time Accepted Offers by Industry
SSF 2014, n=38

- Technology: 45%
- Consulting: 18%
- Venture Capital: 10%
- Retail: 8%
- Investment Banking/Brokerage: 5%
- CPG: 3%
- Energy: 3%
- Financial Services: Diversified: 3%
- Hedge Funds / Other Investments: 3%
- Private Equity/Buyouts/Other: 2%

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Wharton University of Pennsylvania
Application Process – shift to multi-round (new)

Round 1:
- Applications open: November 30, 2015
- Applications due: January 17, 2016
- Decisions released: February 12, 2016
- Accept/decline by: March 18, 2016
- No waitlist: if not accepted in Round 1, you can apply again in Round 2!

Round 2 (condensed timeline):
- Applications open: April 25, 2016
- Applications due: May 13, 2016
- Decisions released: June 6, 2016
- Accept/decline by: June 24, 2016

How do I apply?
- Qualtrics survey – will open November 30, 2015
Application Process

What do we look for?

- Strong academic performance – GPA matters!
- Thoughtful, well written essays
  - Focus on community, career, and academics
- No academic probation or ethics violations at any point in time
Logistics

Cost
• Program fee of $5,000 per student
• Merit-based fellowships available (i.e., academic performance)

Housing
• Participants responsible for transportation & housing
• Opportunities to sublet Philadelphia apartments
SSF FAQs

What is the GPA cutoff for me to be selected for the program?

How many will you admit in Round 1 vs. Round 2?

Can I be a Leadership Fellow and do SSF?

Can I be a Venture Fellow and do SSF?

Can I be a Student Life Fellow and do SSF?

When will I know which courses are being offered?

How are the merit-based fellowships determined and how much are they?
STUDENT PANEL
## Contact Information

**Primary Contact:**
Maria Halpern, SSF Program Director  
[mariahal@wharton.upenn.edu](mailto:mariahal@wharton.upenn.edu)

<table>
<thead>
<tr>
<th>MBAPO</th>
<th>Student Life</th>
<th>Leadership</th>
<th>Wharton Entrepreneurship</th>
<th>MBACM</th>
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<tr>
<td>Natalya Levina natalya@wharton</td>
<td>Kembrel Jones kembrel@wharton</td>
<td>Jeff Klein kleinja@wharton</td>
<td>Ann Miller annmill@wharton</td>
<td>Maria Halpern mariahal@wharton</td>
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<tr>
<td>Amy Miller amymill@wharton</td>
<td>Eric Morin emorin@wharton</td>
<td>Jules Roy julesroy@wharton</td>
<td>Valentina Goutorova goutorov@wharton</td>
<td>Erica Marks markser@wharton</td>
</tr>
<tr>
<td>Christine Sweeney sweeneyc@wharton</td>
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<tr>
<td>Stephan Dieckmann sdieckma@wharton</td>
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APPENDIX
SSF 2015 – Class Profile: Industry Interests

- Technology: 44%
- Consulting: 12%
- Financial Services: Venture Capital: 9%
- Financial Services: Private Equity/Buyouts/Other: 7%
- Healthcare: 6%
- Retail: 4%
- Financial Services: Investment Banking/Brokerage: 4%
- Financial Services: Investment Management: 3%
- Social Impact: Development Finance / Impact Investing: 3%
- Financial Services: Diversified: 2%
- Media & Entertainment: Media: 2%
- Media & Entertainment: Sports: 2%
- Social Impact: Non-Profit / Social Enterprise: 1%
- Travel & Hospitality: 1%
SSF 2014 – Accepted offers by location

Accepted Offers in US by State
n = 35

- 66% California
- 17% New York
- 11% Washington
- 3% Illinois
- 3% Maryland
- 3% Hong Kong
- 3% Taipei
- 3% Shanghai

- All CA offers were in Bay Area
- 3 accepted offers outside USA
  - Hong Kong
  - Taipei
  - Shanghai
SSF 2015 Summer Internships