

Wharton Seminars for Business Journalists
Jon M. Huntsman Hall, 3730 Walnut Street, 8th Floor
October 21-24, 2012

Date	Start	End	Day 1 Sessions	Instructor
SUNDAY OCT 21	11:30 AM	1:00 PM	Arrival, Seminar Registration & Welcome Luncheon Sponsored by Johnson & Johnson	
	1:00 PM	2:30 PM	Leadership Strategy	Prof. Mike Useem
	2:30 PM	2:45 PM	Break*	
	2:45 PM	4:15 PM	Strategic Thinking	Prof. Mike Useem
	5:00 PM	6:30 PM	Cocktails with Wharton, Penne Restaurant & Bar (Hilton Inn at Penn, 3600 Sansom St.)	
	Start	End	Day 2 Sessions	Instructor
MONDAY OCT 22	8:30 AM	9:00 AM	Breakfast*	
	9:00 AM	10:30 AM	Fundamentals of Accounting	Prof. Jennifer Blouin
	10:30 AM	10:45 AM	Break*	
	10:45 AM	11:45 AM	Fundamentals of Accounting	Prof. Jennifer Blouin
	11:45 AM	1:00 PM	Lunch Panel Discussion Sponsored by Northwestern Mutual with Wharton Prof. Howard Kunreuther	
	1:00 PM	2:30 PM	Executive Compensation	Prof. Jennifer Blouin
	2:30 PM	2:45 PM	Break*	
	2:45 PM	4:45 PM	Vision of the Future: The Changing Business Environment	Prof. Mauro Guillen
6:00 PM	8:00 PM	Dinner with Wharton, White Dog Café, 3420 Sansom St.		
	Start	End	Day 3 Sessions	Instructor
TUESDAY OCT 23	8:30 AM	9:00 AM	Breakfast Sponsored by Raytheon, Inc.	
	9:00 AM	10:45 AM	Networks of Knowledge and Innovation	Prof. Lori Rosenkopf
	10:45 AM	11:00 AM	Break*	
	11:00 AM	12:30 PM	Outlook for Economy & Navigating its Risk	Prof. Kent Smetters
	12:30 PM	1:30 PM	Lunch Speaker: Christine Marcks, President, Prudential Retirement	
	1:30 PM	2:45 PM	Financial Statement Analysis - Session 1	Prof. Brian Bushee
	2:45 PM	3:00 PM	Break*	
	3:00 PM	5:00 PM	Financial Statement Analysis - Session 2	Prof. Brian Bushee
	6:00 PM	7:00 PM	Cocktail Reception The Annenberg Public Policy Center 202 S. 36th Street Philadelphia, PA 19104	
	7:00 PM	9:00 PM	Sponsors' Dinner The Annenberg Public Policy Center 202 S. 36th Street Philadelphia, PA 19104	
	Start	End	Day 4 Sessions	Instructor
WEDNESDAY OCT 24	8:45 AM	9:15 AM	Breakfast*	
	9:15 AM	10:15 AM	Financial Statement Analysis - Session 3	Prof. Brian Bushee
	10:15 AM	10:30 AM	Break*	
	10:30 AM	11:30 AM	Financial Statement Analysis - Session 4	Prof. Brian Bushee
	11:30 AM	12:30 PM	Lunch, Closing Remarks, & Certificates*	
	12:30 PM	2:30 PM	The Economy & Stock Market	Prof. Jeremy Siegel

*All breakfasts, lunches and breaks take place in Harker Hall on the 8th Floor of Huntsman

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