

**Wharton Seminars for Business Journalists**  
**Jon M. Huntsman Hall, 3730 Walnut Street, 8th Floor**  
**October 8 - 11, 2017**

Date	Start	End	Day 1 Sessions	Instructor
<b>SUNDAY OCT 8</b>	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, The Living Room (Hilton Inn at Penn, 3600 Sansom St.)	
<b>MONDAY OCT 9</b>	<b>Start</b>	<b>End</b>	<b>Day 2 Sessions</b>	<b>Instructor</b>
	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	Select Greater Philadelphia Luncheon - Topic: What You Don't Know About Greater Philadelphia	Speakers: Matt Cabrey, Executive Director, Select Greater Philadelphia Council and Rick Staub, SVP of Convention Sales, Philadelphia Convention & Visitors Bureau
	1:00 PM	2:30 PM	The Basics of Business Taxation	Prof. Jennifer Blouin
	2:30 PM	2:45 PM	Break*	
2:45 PM	4:45 PM	Friend and Foe: When to Cooperate, When to Compete?	Prof. Maurice Schweitzer	
6:00 PM	8:00 PM	Dinner with Wharton, White Dog Café, 3420 Sansom St.		
<b>TUESDAY OCT 10</b>	<b>Start</b>	<b>End</b>	<b>Day 3 Sessions</b>	<b>Instructor</b>
	8:15 AM	8:45 AM	Breakfast*	
	8:45 AM	10:15 AM	Global Pension Challenges	Prof. Olivia Mitchell
	10:15 AM	10:30 AM	Break*	
	10:30 AM	12:15 PM	New Business Opportunities in the 21st Century	Prof. Mauro Guillen
	12:15 PM	1:00 PM	Prudential Financial Luncheon - Topic: Impact Investing	Speaker: Ommeed Sathe, Vice President and head of the Impact Investment Office of Corporate Social Responsibility
	1:00 PM	1:30 PM	Luncheon continued	
	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 Moellis Terrace (6th Floor) University of Pennsylvania's Van Pelt Library (entrance on Locust Walk near 34th Street) Philadelphia, PA 19104	
7:00 PM	9:00 PM	Sponsors Dinner Class of 78 Pavilion (6th Floor) University of Pennsylvania's Van Pelt Library (entrance on Locust Walk near 34th Street) Philadelphia, PA 19104		
<b>WEDNESDAY OCT 11</b>	<b>Start</b>	<b>End</b>	<b>Day 4 Sessions</b>	<b>Instructor</b>
	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 on the 8th Floor of Huntsman Hall

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