

Wharton Seminars for Business Journalists
Jon M. Huntsman Hall, 3730 Walnut Street, 8th Floor
October 7-10, 2018

Date	Start	End	Day 1 Sessions	Instructor
SUNDAY OCT 7	11:30 AM	1:00 PM	Arrival, Seminar Registration & Welcome Luncheon Sponsored by Johnson & Johnson Zellen Lounge, Vance Hall	
	1:00 PM	2:30 PM	Leadership Strategy (Vance Hall, B10)	Prof. Mike Useem
	2:30 PM	2:45 PM	Break*	
	2:45 PM	4:15 PM	Strategic Thinking (Vance Hall, B10)	Prof. Mike Useem
	5:00 PM	6:30 PM	Cocktails with Wharton, The Living Room (Hilton Inn at Penn, 3600 Sansom St.)	
	Start	End	Day 2 Sessions	Instructor
MONDAY OCT 8	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	AGCO Sponsored Lunch - Fireside Chat	Greg Peterson, Vice President of Investor Relations
	1:00 PM	2:30 PM	The Basics of Business Taxation	Prof. Jennifer Blouin
	2:30 PM	2:45 PM	Break*	
	2:45 PM	4:15 PM	How Visual Science Informs Marketing	Elizabeth (Zab) Johnson, PhD.
6:00 PM	8:00 PM	Dinner with Wharton, White Dog Café, 3420 Sansom St.		
	Start	End	Day 3 Sessions	Instructor
TUESDAY OCT 9	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: "What is the role of Investor Relations." (off the record)	Darin Arita, Senior Vice President, Investor Relations
	1:00 PM	1:30 PM	Luncheon continued	
	1:30 PM	2:45 PM	Financial Statement Analysis - Session 1	Professor Paul E. Fischer
	2:45 PM	3:00 PM	Break*	
	3:00 PM	5:00 PM	Financial Statement Analysis - Session 2	Professor Paul E. Fischer
	5:30 PM	6:30 PM	Cocktail Reception Moellis Terrace (6th Floor) University of Pennsylvania's Van Pelt Library (entrance on Locust Walk near 34th Street) Philadelphia, PA 19104	
6:30 PM	8:30 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	Keynote Address: "Building Inclusive Workplaces in an Era of Discord," Prof. Stephanie Creary	
	Start	End	Day 4 Sessions	Instructor
WEDNESDAY OCT 10	8:45 AM	9:15 AM	Breakfast*	
	9:15 AM	10:15 AM	Financial Statement Analysis - Session 3	Professor Paul E. Fischer
	10:15 AM	10:30 AM	Break*	
	10:30 AM	11:30 AM	Financial Statement Analysis - Session 4	Professor Paul E. Fischer
	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, with the exception of Sunday, Oct. 7

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