

◆ **WHAT ARE THE WAYS IN WHICH STUDENTS BENEFIT FROM THE SECONDARY CONCENTRATION ?**

◆ ***Gives students a more holistic approach*** to examine the intersection of business and social value through the theoretical foundation, study of current approaches and experiential requirement.

◆ ***Encourages students to be proactive*** in exploring a new field by pursuing an experiential component.

◆ ***Complements students' primary concentration*** and allows them to appreciate the intersection of social impact with their primary concentration.

◆ ***Contextualizes students' extracurricular involvement*** and gives them greater knowledge and skills to succeed in social impact organizations (e.g. Penn International Business Volunteers, Microfinance Club, Social Impact Consulting).



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Secondary Concentration in Social Impact and Responsibility



Legal Studies and Business Ethics Department

◆ What is Social Impact & Responsibility?

Social Impact and Responsibility is a broad, multidisciplinary and evolving area. The secondary concentration is designed to help students address the question. "How should business enterprises and business thinking be engaged to improve society in areas not always associated with business?"

◆ Who are the sponsors?

The secondary concentration in Social Impact and Responsibility was developed through the work of the **Wharton Dean's Undergraduate Advisory Board** with support from the **Wharton Undergraduate Division**. Given the research interests of faculty and the fact that several existing LGST courses are included in the curriculum, the **Legal Studies and Business Ethics Department** houses this University concentration. The concentration reflects the interest in and support for Social Impact and Responsibility at The Wharton School and at the University of Pennsylvania.

◆ Why concentrate in Social Impact & Responsibility?

For students dedicated to working in the social sector, the secondary concentration helps to put their specific interest into a broader context. For other students, the secondary concentration allows them to build on their primary concentration with a social impact perspective, and to think critically about the role of business in society.

◆ Questions of Social Impact Are Integral to Business:

- **MANAGEMENT:** How can managerial and strategic concepts be integrated with a firm's social responsibility? How can these concepts be applied to non-profit organizations to generate greater social value?
- **FINANCE:** What strategies can investment managers use to maximize both financial return and social good?
- **MARKETING:** How are marketing tactics used to promote social causes?
- **REAL ESTATE:** How can real estate development improve underserved communities?
- **ENTREPRENEURSHIP:** How can entrepreneurial practice be coupled with social impact goals to create social enterprise?

◆ Alumni Experiences

Wharton alumni who graduate with a concentration in Social Impact and Responsibility are instilled with a broader understanding of social issues as well as a deepened connection to their community. For example, Zubin Sharma, class of 2013, recently gave a TEDx talk on his enterprise [Project Potential](#).

Watch on YouTube:

<http://tedxtalks.ted.com/video/Perception-the-surprising-story;search%3Azubin%20sharma> or simply search "Zubin Sharma".

"The Social Impact Program at Penn was a formative part of my undergraduate experience. I met inspiring mentors and lifelong friends through my involvement in establishing PennSEM and the Wharton Social Impact concentration."

James Liu, Class of 2010

"I've seen that the most successful enterprises are the ones where the founders are able to balance all the stakeholders best—beneficiaries, the government, funders, media—everyone. Penn has a very diverse community just like these stakeholders and gave me great experience on how to understand all the points of view."

Divyang Arora, Class of 2012



"The skills I gained from my time at Wharton have translated directly to the education space. If anything, it made me a better educator and logical thinker in tackling school-wide problems that aren't brought up in our core business classes."

Jeffrey Johnson, Class of 2013

◆ Alumni Experiences

"We had a community where students and professors invested in one another and social impact at Penn was truly a multidisciplinary confluence where you could see academia, student life and real world work experiences merge into one, to provide a holistic, rigorous and yet expansive exposure to the topic."

Karina Sengupta, Class of 2014



"Being in PennSEM and involved with Social Impact at Penn opened my mind to the multitude of ways businesses can transform society inherently as part of their core purpose, and it's a goal that I will strive towards in my life."

Yong Feng See, Class of 2015

