Family Weekend Schedule

Friday, October 19

How much is Your (Waiting) Time Worth? 1:00 – 2:00 pm
Room G06

Gad Allon, Jeffrey A. Keswin Professor, Professor of Operations, Information and Decisions, and Director of the Management and Technology Program

“Your time is important to us” is a common phrase used by many firms as customers are waiting. But how important is it? What is the value of your time?

We will try to explore how customers value their waiting times, and how firms impact customers’ decisions and perception of time. We will talk about the use of Big (and Small) Data to answer these questions.

The Ethics of Neuromarketing: Should We Worry That Marketers are Studying our Brains? 2:10 – 3:10 pm
Room G06

Diana Robertson, Samuel A. Blank Professor in Legal Studies, Professor of Legal Studies & Business Ethics

Cognitive neuroscience techniques increasingly are used by marketers to gauge consumer reactions. But should consumers worry that marketers will discover a “buy” button in the brain? And will expectations of privacy be violated by neuroscience techniques? This session will explain and provide examples of the three most prominent cognitive neuroscience marketing techniques: eye-tracking, Electroencephalography (EEG), and functional Magnetic Resonance Imaging (fMRI), as well as raise questions about the ethics of their present-day and future use.

Saturday, October 20

Registration and Continental Breakfast 9:00 – 9:20 am
Patty and Jay H. Baker Forum and Rooms F45, F50, (additional seating available in F55)

Vice Dean’s Welcome 9:20 – 9:30 am
Patty and Jay H. Baker Forum

Vice Dean Lori Rosenkopf and the Undergraduate Division welcome Wharton families to campus.

Homeroom Sessions 9:35 – 10:25 am

Cohort Dinar: Room F85  Cohort Peso: Room F65  Cohort Shekel: Room F70
Cohort Dollar: Room G60  Cohort Rand: Room G60  Cohort Yen: Room F95
Cohort Euro: Room F60  Cohort Rupee: Room F95  Cohort Yuan: Room F85

All events are in Jon M. Huntsman Hall, 3730 Walnut Street, Philadelphia, PA 19104.
Academic advisors will discuss Wharton’s approach to advising and how students can tailor certain aspects of the curriculum to meet their individual goals. Families will meet their student’s advisor, as per their cohort affiliation, which can be found at the registration desks.

**Breakout Session One**

**Wharton Around the World**

Room F60

Come learn about the various short-term and semester long programs and courses available to Wharton students both within the U.S. and around the world! Programs include semester study abroad, the Wharton International Program and the Wharton Industry Exploration Program.

**Building the Leaders of Tomorrow**

Room F65

Join the Leadership Program team to learn how we build leaders through co-curricular programs, such as Wharton Leadership Ventures.

**Institutionalizing an Innovative Inclusion Initiative: Wharton’s Successful Transition & Empowerment Program (STEP)**

Room F85

STEP is a pre-orientation program intended to help historically underrepresented students to successfully acclimate to college life. STEP promotes equity and inclusion and is designed to introduce freshmen to important resources and help build skills to effectively navigate college academically and socially. Presenters will explore the process of institutionalizing STEP and discuss how the program introduces freshmen to the culture at Wharton and Penn.

**Career Services: Helping Students Define and Pursue Career Goals**

Room F95

This session will provide an overview of the career services provided to Wharton students, discuss the career pursuits of the most recent graduating class, and offer tips on how families can support their student in the career-exploration process.

**Breakout Session Two**

**Unteachable Moments: Wharton Beyond the Classroom**

Room F60

While classes provide an invaluable opportunity to gain skills and knowledge, the college experience goes far beyond a lecture hall. In this session, you'll hear from student life staff and a panel of students, who will share the "unteachable moments" that shaped and impacted their postsecondary experience.

**Undergraduate Research at Wharton**

Room F65

Current students will share their research experiences, and a brief overview of the research opportunities for Wharton undergraduates will be presented.

**Experience WH 101**

Room F85

Explore topics including unconscious bias and discovering and utilizing your strengths in this interactive workshop that touches on experiences from the new Wharton 101 freshmen seminar.

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