

Knowledge@Wharton High School





The University of Pennsylvania & The Wharton School of Business

The University of Pennsylvania

The University of Pennsylvania, established in 1740 in the Philadelphia area, was the first university in the United States with both graduate and undergraduate studies. As a member of the Ivy League, it is one of the most prestigious institutions of higher education in the world. The University of Pennsylvania is divided into four schools of learning: The School of Arts and Sciences, School of Engineering, School of Nursing, and The Wharton School.

The Wharton School

The Wharton School—founded in 1881 as the first collegiate business school in the world—is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. As the most comprehensive course of business knowledge in the world, Wharton combines research and practice through its broad engagement with the global business community.



Knowledge@Wharton

Knowledge@Wharton is the free online research and business analysis journal of the Wharton School of the University of Pennsylvania. Its goal is to capture knowledge generated at Wharton through such channels as research papers, conferences, books, and interviews with faculty on current business topics, and distribute that knowledge online to a global business audience. The Knowledge@Wharton network of sites includes editions published in English, Spanish, Portuguese, Chinese and Arabic. The network has more than 1.7 million registered users in more than 200 countries.

Knowledge@Wharton's network is expanding and currently produces more than nine million page views annually across the sites. The subscribers of the K@W Global Network include senior executives at Fortune Global 500 and Fortune U.S. 100 companies, as well as leaders from government, academia and the media.

As of 2011, the K@W Network includes four regional editions: Universia Knowledge@Wharton is published in Spanish, Portuguese and English; China Knowledge@Wharton offers articles in simplified and traditional



Knowledge@Wharton High School (KWHS)

The mission of Knowledge@Wharton High School (KWHS) is to promote global financial literacy, entrepreneurship, and leadership among high school students and educators by providing free innovative educational content. KWHS publishes a global online business journal for high school students interested in exploring all the ways that business touches their lives. In addition, KWHS creates opportunities for students and educators to explore their business-related interests both inside and outside of the classroom through lesson plans, summer programs and educational challenges.



KWHS Global Leaders Network

The KWHS Global Leaders Network is an exciting new online platform for innovative high schools that are committed to enhancing leadership, entrepreneurship and financial literacy opportunities for all students and educators. Member high schools receive exclusive access to resources and opportunities for educators and students who want to explore and pursue their business, entrepreneurship and leadership interests both inside and outside the classroom. The KWHS Global Leaders Network is not a structured program that requires resources from its members to manage. The KWHS Global Leaders Network is an online platform that gives educators and students the freedom to decide how best to use its resources to enhance teaching and learning.

KWHS Global Leaders Network Resources & Benefits



School Districts

- Highlight the district on the KWHS website as an “Innovative Partner”
- Showcase the district in press releases, news stories and social media
- Profile schools, teachers, students and alumni through KWHS stories
- Free access to resources for all high schools, educators and students



High Schools

- Free access to resources for educators and students
- Profile teachers, students and alumni through KWHS stories
- Receive recognition for students’ achievement in competitions
- Showcase students and educators in news stories and social media



Educators

- More than 400 engaging business lesson plans
- Hundreds of business articles written for high school students
- Blogs to discuss issues in business, entrepreneurship and leadership
- Online discussion forums covering business topics with industry experts
- Participate in conferences with Wharton professors and industry experts



Students

- Hundreds of business articles written for high school students
- Blogs to discuss issues in business, entrepreneurship and leadership
- Online discussion forums covering business topics with industry experts
- Video glossary with hundreds of business related terms
- Participate in global business competitions

KWHS Global Leaders Network

Key Features

Articles

Each week KWHS publishes informative articles on topics from business to entrepreneurship to college. The stories are written specifically for high school students.

Latest Articles



The Week in Review:
The Google Doodle Reflects a Fun, Quirky Brand

Latest Articles



and the Power of Social Media

Latest Articles



Marketing Student Margot Stern on Pizza, Gatorade and 'Legit' Brand Awareness

Lesson Plans

KWHS worked with high school students, educators, Wharton students and business professionals to develop over 400 business lesson plans that cover 10 subjects. The lesson plans incorporate the Common Core and NEBA standards.

- ✓ Accounting
- ✓ Entrepreneurship
- ✓ Career Development
- ✓ International Business
- ✓ Communication
- ✓ Management
- ✓ Computation
- ✓ Marketing
- ✓ Economics
- ✓ Personal Finance

Week in Review

KWHS recaps the most important business news of the week. Students are invited to discuss the impact of the news on their lives.



Free Investment Game

The Online Trading and Investment Simulator (OTIS) is a free resource available to educators and students. OTIS is an online platform that provides users with an opportunity to trade stocks and learn about portfolio management.



Ask an Expert

A business expert will answer a question posed. Educators and students can follow up with additional questions or comments about the topic.



KWHS Global Leaders Network Competition Examples



Social Media Entrepreneurship Challenge

The Knowledge@Wharton High School Social Media Entrepreneurship Challenge is an exciting opportunity for high school students to design and implement a social media strategy for a company. Students who participate will develop knowledge about entrepreneurship, social media, teamwork and critical thinking.

Global Trading Challenge

The KWHS Global Trading Challenge is a free online trading simulation that aims to increase awareness about the stock markets for high school students. Analyses from industry experts, as well as numerous other educational resources from our corporate partners, are available and frequently updated on the KWHS site. Students develop trading and portfolio management strategies and are judged based on the profitability of their trades. Individuals and their respective schools and districts are judged based on the profitability of their trades. Individuals and their respective schools and districts have the opportunity to compete for scholarships and prizes.

Register Now for the KWHS Global Leaders Network!



Contact

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Websites

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