



WHARTON SPORTS BUSINESS ACADEMY

for Rising High School Juniors and Seniors

- Discover the Sports Business Industry
- 4-week session
- University of Pennsylvania

Sponsored by the Wharton School of the University of Pennsylvania and the Wharton Sports Business Initiative (WSBI), the Wharton Sports Business Academy (WSBA) is a summer institute that provides an opportunity for talented rising high school juniors and seniors to study sports business leadership at the Wharton School. This program will teach students about ownership, sports agents, marketing, media, and labor as they meet and learn from leaders in the sports business world. The program examines

various academic disciplines as they apply to the sports industry with an overview of the business and legal aspects of various intercollegiate, Olympic and professional sports enterprises. You will visit some of the region's most important facilities, and ultimately gain insight into the leadership, management, and increasingly global nature of the sports business. Through academic and co-curricular activities, WSBA students have the opportunity to test their potential as future sports business leaders.





WSBA Students Will:

- Attend lectures and presentations from outstanding Wharton Faculty and Guest Speakers such as sports agents, broadcast network executives, league and team executives and brand marketers
- Be introduced to core business disciplines such as management, law, negotiation, marketing and leadership as they intersect with the sports industry
- Discover career opportunities available in the business of sports
- Visit relevant sports businesses and meet with industry leaders in order to explore the qualities essential to leading a successful sports organization
- Develop and enhance leadership skills through collaborative teamwork in a small team of talented and diverse students. You'll work on case studies and create a business plan for a new sports-focused business.

Learn from the Professionals

Mornings will be spent attending classes at the Wharton School. You will be learning from Professor Rosner and other leading sports business academics who are known for their ability to condense difficult concepts into easily understandable ones with enthusiasm, making the materials come to life. Afternoons will be spent learning from and meeting with some of the most respected leaders in the sports industry in both the classroom and at sports facilities. Past trips have included visits to Under Armour headquarters and M&T Bank Stadium in Baltimore, Nationals Park in Washington, DC, Citi Field and USTA BJK National Tennis Center in New York, as well as Citizens Bank Park, PPL Park, Wells Fargo Center, Lincoln Financial Field, Comcast headquarters and other historic sports venues in Philadelphia.

The Campus Experience

Living and working with students from the USA and around the world, you will gain a unique perspective on college life. Participants will be living in Penn's famous Quad in the University City District; walking distance from dozens of restaurants, shops, recreational facilities and entertainment venues. After class, you can enjoy your choice of on and off-campus activities organized by our staff. Residential life is managed by Julian Krinsky Camps & Programs, a leading creator of world-class summer education experiences.

Weekend Trips

A trip is offered every Saturday to regional destinations such as New York City, Washington, DC, amusement parks, white water rafting and Ocean City, NJ. On Sunday, students enjoy a variety of sports and optional trips, including bowling, golf, tennis, museums, baseball games and attractions in Philadelphia. It's all included in your tuition.

How to Apply

WSBA will select a limited number of participants to attend the program. Selections will be based on academic achievement, commitment to business education, and leadership in extracurricular activities. Application requirements include a copy of your academic transcripts, two letters of recommendation, official test score reports, and a short essay on the following topic: *Aside from an assumed interest in sports, why are you interested in learning about the business of sports as a possible area for study and professional career path? As this is a leadership based program, please provide any specific example(s) of where you have exhibited leadership or taken special initiative outside of the classroom.* We will begin accepting applications on December 1. **The final application deadline is March 1**, but we strongly advise you to apply early. Decisions will be made no later than April 30.

For academic information:

- www.whartonsportsbiz.org/businesseducation-wsba.html
- sportsbusiness@wharton.upenn.edu

For residential information: jkcp.com • 610.265.9401