



WHARTON CHINA BUSINESS SOCIETY
at the Wharton School of the University of Pennsylvania

2011 Fall Recruitment Packet

Wharton China Business Society

September 2011



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Fall Recruitment Process For WCBS 2011-2012

Thank you for your interest in the Wharton China Business Society. We offer a number of positions for new members in our organization, and we encourage you to apply if you are interested in becoming an active member or leader and taking an integral role within our Society.

Teamwork, leadership, and innovation are the three qualities that define us as one of the leading professional student-run business organizations at Penn. Our culture of never settling for less and committing ourselves to the highest quality is the environment that can help you develop into a well-rounded individual.

We invite you to join us for another exciting year in the Wharton China Business Society and to experience for yourself the many opportunities that become available to you as a valued member of WCBS.

What to do

- Fill out the *application form* (*please read the instructions on the application carefully*) and e-mail it to contactwcbs@gmail.com
- Deadline: Thursday, September 22nd at 11:59PM
- Interviews will be conducted on Saturday, September 24th and Sunday, September 25th. Please make sure to fill out your availability to interview for these two days on your application. In the interest of time, we will be scheduling you for an interview automatically within the time period that you are available.
- Dress for the interview is business casual.

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Summary of Available Positions

Business Forum Program

- Keynotes Committee Analysts (3-4)
- Corporate Relations Committee Analysts (4-5)
- Speakers Committee Research Analysts (3-4 in each panel, 18-24 total)
- New Initiatives Committee Analysts (3-4)
- Marketing & Logistics Committee Analysts (4-5)

Spring Tour Program

- Executive Vice President (1)
- Content Committee Analyst (3)
- Logistics Committee Analyst (1)
- Marketing Committee Analyst (1)

Career Program

- Marketing Analysts (2)
- Company Research Analysts (3)
- Career Events Analysts (3)

Strategic Initiatives

- Marketing and Logistics Analyst (3-4)
- Strategic Initiatives Project Manager (1-2)
- Alumni Relationship Manager (1-2)

Wharton Asia Economic Review

- Director of Content (1)
- Director Interviews (1)
- Director of Production (1)
- Director of Logistics (1)

Technology Program

- Technology Content Analyst (1)

Management and Operations

- Director (3)

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Business Forum Program

Position Information

The Wharton China Business Forum (WCBF) is the original program in the Society. Since its founding nine years ago, the Forum has hosted eight successful business conferences, bringing over an aggregate of 300 speakers to its conferences with each being attended by close to 400 participants. Our mission is to provide participants here at Penn and from around the world a forum for in-depth discussions and an insider perspective on key issues as well as upcoming trends. While the focus is China, we also strive to understand China's role in the global business environment. With a dynamic structure that adapts to a constantly changing global business environment, we attempt to provide attendees insight into current issues affecting China and its role in the world.

Keynotes Committee Analysts (3-4)

- Research and contact business professionals to participate as keynote speakers
- Confirm potential speakers' attendances
- Act as a liaison between WCBF and the keynote speakers both before the Forum and on the day of the Forum
- Maintain post-Forum relations with contacts

Corporate Relations Committee Analysts (4-5)

- Contact companies about sponsorship opportunities with the Forum
- Work with other WCBF members and their contacts in order to secure sponsorships

Speakers Committee Analysts (3-4 in each panel, 18-24 total)

PLEASE RANK IN YOUR APPLICATION YOUR PREFERENCE OF PANEL - Marketing, Real Estate, Commodities, Green Technology, Government, and Capital Markets

- Research and contact business and academic professionals to speak on respective panels
- Confirm potential speakers' attendances
- Act as a liaison between WCBF and the panel speakers both before the Forum and on the day of the Forum
- Maintain post-Forum relations with contacts

New Initiatives Committee Analysts (3-4)

- Brainstorm and execute new elements of the Forum
- Collaborate with other committees as needed
- Maintain post-Forum relations with contacts

Marketing & Logistics Committee Analysts (4-5)

- Create materials for pre-Forum marketing
- Develop and execute a comprehensive marketing campaign about WCBS and WCBF targeting other universities and external organizations
- Organize all Forum logistics

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Spring Tour Program

Position Information

Wharton China's Spring Tour Program brings students to the cities of Shanghai, Beijing and Hong Kong to learn about China's business opportunities in a real life context. This year our destination will be Hong Kong. The tour includes company visits, presentations, luncheons, receptions and possibly brief tours of factory facilities. We visit a wide range of companies, from foreign corporations looking to tap into the world's fastest growing consumer market, to Chinese companies looking to make a break onto the global stage, to investment banks, consulting firms, and law firms, looking to get a piece of the action. The Spring Tour Program gives a comprehensive, multi-faceted outlook on business in China.

Executive Vice President (1)

- Lead Spring Tour
- Research and contact potential companies
- Preferably fluent in Mandarin and/or Cantonese

Content Committee Analyst (3)

- Act as the primary liaison between the committee and companies
- Research and contact potential companies
- Organize the Tour's itinerary

Marketing Committee Analyst (1)

- Create promotional materials to publicize the Spring Tour across campus

Logistics Committee Analyst (1)

- Coordinate the transportation and accommodations for the Tour

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Career Program

Position Information

The Career Program is designed to provide career opportunities to participating students through internships, referrals, and various events and activities. This year, we strive to provide a solid internship program that offers a valuable experience to participants, as well as a value-adding opportunity for participating firms.

Marketing Analysts (2)

- Design flyers and other marketing materials for the program's events (Experience with Photoshop preferable but not necessary)
- Work closely with the VP of Marketing and Logistics to plan out marketing schemes aimed to maximize student and company outreach

Company Research Analysts (3)

- Research the Chinese market and develop leads on possible sectors and companies that are a good fit for Penn students
- Work closely with the VP External - Internship to develop relations with companies that can potentially provide internship or other career-related opportunities

Career Events Analysts (3)

- Consolidate the research analyzed by the company research analysts to develop ideas for helpful career events such as, but not limited to, information sessions and discussion panels
- Work closely with the VP External - Events to develop, plan and execute all aspects relevant to the career events both internally and externally

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Strategic Initiatives

Position Information

The Strategic Initiatives Group will consist of challenging projects which significantly contribute to the overall well-being of the Society, and have the potential to spin off into a new Society department after successful incubation under the leadership of Committee members. Members of the Strategic Initiatives Committee will work directly with the Board and Presidents to enhance and expand all aspects of Wharton China Business Society.

The Strategic Initiatives Group also participates in an exchange program with premier Chinese universities. Members will complete all marketing and logistics for a 2-3 week trip for Chinese students in USA.

Marketing and Logistics Analyst (3-4)

- Contact and work with Chinese universities to help establish relations and participate in an exchange program with the premier Chinese university
- Coordinate logistics associated with the exchange program
- Help develop and maintain relationship with the university students before and after the exchange program
- Develop marketing materials for the exchange program for distribution to contacts in China

Strategic Initiatives Project Manager (1-2)

- Work and participate in various initiatives to help enhance Society's outreach
- Have the ability to contact various people throughout Penn as well as abroad for different initiatives

Alumni Relationship Manager (1-2)

- Develop alumni newsletters to be sent to alumni
- Keep in contact with alums on a personal basis and periodically reach out to new alums
- Manage alumni listservs

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Wharton Asia Economic Review

Position Information

The Wharton Asia Economic Review is a semesterly, academic publication featuring 4-6 pieces per issue: 3-4 essays and 1-2 interviews. The essays are selected from submissions by college students and professors from around the world, on issues of modern-day and historical Asia. The objective of this publication is to (1) provide the academic community with analyses of social, economic, political, and historical affairs in Asia, and (2) provide students opportunities for publication.

As a member of the Wharton Asia Economic Review, you will have the opportunity to be involved in every aspect of publishing a scholarly journal, from formatting and editing text for publication, reaching out to and conducting interviews with professors and professionals in relevant fields, designing the layout of each issue, and implementing ways to expand our readership.

Director of Content (1)

- Review submitted essays for relevance, insight, and quality of writing
- Select the essays to be published per volume, edit for length and formatting consistency

Director of Interviews (1)

- Find and reach out to academics and professionals in relevant fields or industries to interview for each issue
- Transcribe and edit interviews for publication

Director of Production (1)

- Assemble WAER into final print and electronic formats (knowledge of graphic design and the InDesign software)

Director of Logistics (1)

- Oversee distribution of Journal
- Generate and implement new marketing and outreach initiatives

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Technology

Position Information

The Technology Department is responsible for overseeing all technology-related content and mediums. We facilitate internal and external communication through maintenance of the website content and the monitoring of listservs. Additionally, we assist many of the other programs (Business Forum, etc.) in their events that require additional tech support.

Technology Content Analyst (1)

- Prior knowledge and experience with HTML, CSS, and/or PHP
- Basic working knowledge of Photoshop (or similar photo editing software) preferred but not necessary

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Management & Operations

Position Information

The Management & Operations Department is responsible for the administering the human capital and coordinating logistics within the Wharton China Business Society. We are liaisons both externally and internally. Internally, our main responsibility is to oversee and manage the operations of the organization. In the past, we have hosted both social and professional events to strengthen the society's communication and unity. Externally, we serve as liaisons to outside individuals and organizations. This has been accomplished through marketing and through maintaining relationships with the many accomplished WCBS alumni to retain their support. M&O has historically been a small department, serving as the backbone of the society as a whole.

Directors (3)

- Preferred, but not necessary, experience with Adobe Photoshop, InDesign, or any other design software that can be used to create flyers and newsletters
- Assist in planning events and activities for all member for the purpose of ensuring a harmonic and social working environment for all members
- Arrange the logistics of events with other directors, liaising between committees, and serving as the point of contact for the rest of the society
- Take a proactive role in spearheading new initiatives and trying to improve the society as a whole

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