



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

2009 Fall Recruitment Packet

Wharton China Business Society

September 2009



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

Fall Recruitment Process For WCBS 2009-2010

Thank you for your interest in the Wharton China Business Society. We offer a number of leadership positions for new members in our organization and we encourage you to apply if you are interested in becoming an active member, 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: Sunday, September 20th 11:59PM
- Interviews will be conducted on Friday, September 25th and Saturday, September 26th. 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.
- If you are interested in becoming a general member, there is no application necessary. Please send an email to contactwcbs@gmail.com with your name, address, school, year, phone, and email address. We will be contacting you in the near future about upcoming events.

3901 Locust Walk Box 416, Philadelphia, PA 19104, USA
Email: contact@whartonchina.com
www.whartonchina.com



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

Summary of available positions

Business Forum Program

- Keynotes Committee Analysts (3-4)
- Corporate Relations Committee Analysts (4-5)
- Speakers Committee Research Analysts (4-5 in each panel, 16-20 total)
- Case Study Committee Analysts (3-4)
- Marketing & Logistics Committee Analysts (6)

Summer Program

- Marketing Committee Analyst (1)
- Content Committee Analyst (1)
- Logistics Committee Analyst (1)

Spring Tour Program

- Vice President of Content (1)
- Vice President of Logistics (1)
- Logistics Committee Analyst (1)
- Content Committee Analyst (2)
- Marketing Committee Analyst (1)

Career Program

- Marketing committee analyst (1)
- Career panel committee analyst (4)

Strategic Initiatives

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

Human Resources Department

- Committee Member - External (2)
- Committee Member - Internal (2)

3901 Locust Walk Box 416, Philadelphia, PA 19104, USA
Email: contact@whartonchina.com
www.whartonchina.com



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

Business Forum Program

Position information

The Wharton China Business Forum (WCBF) is the original program in the Society. Since its founding eight years ago, the Forum has hosted seven successful Business Conferences, bringing over an aggregate of 250 speakers to its conferences with each being attended by close to 400 participants. Our missions since our founding have been to provide participants here at Penn and from around the world with a forum for in-depth discussions and an insider perspective on key issues as well as upcoming trends. While its 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 Research Analysts (4-5 in each panel, 16-20 total)

PLEASE RANK IN YOUR APPLICATION YOUR PREFERENCE OF PANEL - Real Estate, Consumerism, Spread of Industrialization, and Capital Markets

- Research and contact business and academic professionals to speak on respective panel
- 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

Case Study Committee Analysts (3-4)

- Research and contact business and academic professionals to speak as case study leaders
- Confirm potential speakers' attendances
- Act as a liaison between WCBF and the case study speakers both before the forum and on the day of the forum.
- Maintain post-forum relations with contacts

Marketing & Logistics Committee Analysts (6)

- Create materials for pre-forum marketing
- Inform other universities and external organizations about WCBS and WCBF through a multi-media marketing campaign
- Handle all forum hotel and transportation logistics

3901 Locust Walk Box 416, Philadelphia, PA 19104, USA

Email: contact@whartonchina.com

www.whartonchina.com



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

Summer Program

Position information

The Summer Program is the first integrated summer culture and business program organized by a foreign university entity in China that is designed to help students immerse into Chinese business culture through business and cultural visits. It is a unique program that offers leadership opportunities in a highly entrepreneurial and motivated environment.

Marketing Committee Analyst (1)

- Responsible for on-campus promotion of info sessions
- Create marketing material/information packets to attract potential candidates

Content Committee Analyst (1)

- Contact potential companies to visit during 2-week trip
- Contact local universities/student groups for cultural exchange
- Knowledge of Chinese language is useful, but not required

Logistics Committee Analyst (1)

- Coordinate transportation, accommodations, and other logistical concerns
- Oversee the candidate application process

3901 Locust Walk Box 416, Philadelphia, PA 19104, USA
Email: contact@whartonchina.com
www.whartonchina.com



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

Spring Tour Program

Position information

Wharton China Tour Program brings students to the metropolises of Shanghai, Beijing and Hong Kong to learn about China's business opportunities in a real life context. This year (2009) our destination was China's financial center, Shanghai. The tour included company visits, presentations, luncheons, receptions and possibly brief tours of factory facilities. 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.

Next year's (Spring 2010) destination TBD.

Vice President of Content (1)

- Act as the primary liaison between the committee and potential companies
- Conduct research and outreach to potential companies
- Schedule company visits and activities, such as entertainment and tourism
- Familiarity with Mandarin is preferred

Vice President of Logistics (1)

- Coordinate transportation and accommodations for the Spring tour
- Oversee the Spring Tour candidate application process

Content Committee Analyst (2)

- Research and contact potential companies
- Organize the trip's itinerary, including all non-substantive tour activities such as entertainment and tourism
- Familiarity with Mandarin is preferred

Marketing Committee Analyst (1)

- Create promotional materials to publicize the Spring Tour across campus
- Familiarity with Photoshop and/or iMovie is preferred

Logistics Committee Analyst (1)

- Assist the committee in coordinating transportation and accommodations
- Oversee the Spring Tour candidate application process

3901 Locust Walk Box 416, Philadelphia, PA 19104, USA
Email: contact@whartonchina.com
www.whartonchina.com



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

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.

As such, officers in the program would have the opportunity to establish close contact with participating firms. You gain a strong understanding of the various industries in Greater China as well as several specific companies.

Marketing committee analyst (1)

- Design flyers and other marketing materials for the program's events (should be experienced with Photoshop)
- Work closely with the executive team to organize career opportunities for Penn students through acting as a liaison to participating companies

Career panel committee analyst (4)

- Research the Chinese market and developing leads on possible sectors and companies that are a good fit for Penn students
- Work closely with the executive team to organize career opportunities for Penn students through acting as a liaison to participating companies

3901 Locust Walk Box 416, Philadelphia, PA 19104, USA
Email: contact@whartonchina.com
www.whartonchina.com



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

Strategic Initiatives

Position information

The Strategic Initiatives Group will consist of senior Society members who have demonstrated superior commitment and excellent executive leadership potential. Strategic Initiatives 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 is currently in the process of launching a Wharton China Journal and an exchange program with premier Chinese universities.

Wharton China Journal

Director of Production (1)

- Assemble final product into digital and print formats
- Responsible for both print and electronic distribution of the Journal
- Prior publication experience necessary; design experience recommended

Director of Logistics (1)

- Contact professors to arrange interviews
- Receive and organize interview transcripts

3901 Locust Walk Box 416, Philadelphia, PA 19104, USA
Email: contact@whartonchina.com
www.whartonchina.com



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

Human Resources Department

Position information

The Human Resources & Marketing Department is responsible for the administering the human capital and overseeing the overall marketing of the Wharton China Business Society. We are liaisons both externally and internally. Internally, our main responsibility is to host social and professional events to strengthen the society's communication and unity. Externally, we serve as liaisons to outside individuals and organizations, and we maintain relationships with the many accomplished WCBS alumni to maintain their support. Because HR has historically been a small department, all committee members are expected to support all HR functions regardless of which committee the members are on.

Committee Member—External (2)

- Assist in planning events and maintaining contact with alumni
- Preferred, but not necessary, experience with Adobe Photoshop, InDesign, or any other design software that can be used to create flyers and newsletters
- Compile and contribute to the monthly alumni updates; duties may include collecting information from other departments, etc.
- Support the VP External and President of HR as necessary

Committee Member—Internal (2)

- Assist in planning interesting 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 committee members and communicate them to the rest of the society
- Take a proactive role in brainstorming new ideas, spearheading new initiatives and trying to improve the Society as a whole.
- Support the VP Internal and President of HR as necessary

3901 Locust Walk Box 416, Philadelphia, PA 19104, USA
Email: contact@whartonchina.com
www.whartonchina.com