

EXPLORE BUSINESS

# Teacher Guide



**Wharton**  
UNIVERSITY of PENNSYLVANIA

GLOBAL YOUTH PROGRAM

## Explore Business with Wharton

The Wharton Global Youth Program's *Explore Business* mini-site is a gateway to conversations, readings, and activities that help high school students think about the world of business. The *Explore Business* content, meant to engage students whenever and wherever they are prepared to learn, is drawn directly from [The Wharton School](#) at the University of Pennsylvania.

### STARTING WITH WHARTON'S *BEYOND BUSINESS* SERIES ON SYSTEMIC RACISM

We begin our exploration with Wharton's *Beyond Business* series of discussions that tackle complex and pressing issues affecting individuals and organizations. The first three sessions in the series — scheduled for October, November and December 2020 — focus on the impact of systemic racism on business and society, and how it can be confronted.

\*Please read [this interview](#) with [Erika James](#), Dean of The Wharton School, to understand the scope of the ongoing *Beyond Business* series.

### OUR FIRST EXPLORE BUSINESS TOPIC: RACE AND THE ENTREPRENEUR

Dean James hosted the first *Beyond Business* session “Race and the Entrepreneur” on **October 21, 2020**, along with moderator [Karl Ulrich](#), Wharton's vice dean of entrepreneurship and innovation. They engaged with panelists Chris Bennett, the founder of [Wonderschool](#), and Josh Kopelman, managing partner at [First Round Capital](#) venture fund. Please click the links to find out more about the members of the academic and business community featured in the first *Beyond Business* lecture.

### Who We Are

The [Wharton Global Youth Program](#) mobilizes the extensive opportunities of the Wharton academic community to educate, inform and inspire pre-college students to *Explore Business* practices, analyze the world's complex challenges, and take the needed steps to become leaders who will transform the global economy.

## HOW STUDENTS CAN EXPLORE RACE AND THE ENTREPRENEUR

The activities on this page all connect to the “Race and the Entrepreneur” discussion and provide opportunities for high school students to *Explore Business* in different ways. They include:

- The complete hour-long “Race and the Entrepreneur” video conversation involving Erika James, Karl Ulrich, Chris Bennett and Josh Kopelman
- A link to a published summary of this discussion, including conversation starters and additional resources
- Portions of the video discussion divided into six themed video segments
- Guided questions for each video segment in PDF format
- Links to Wharton Global Youth Video Glossary terms and online business journal articles related to each video segment, included in the PDF
- A Choice Board in PDF format that allows students to choose different ways to learn about the concepts introduced in the video.

## EXPLORING RACE AND THE ENTREPRENEUR WITH YOUR STUDENTS

High school educators are encouraged to review all the materials related to “Race and the Entrepreneur” and incorporate individual or collective activities into your classroom discussions and assignments, both in person and during online learning. *Explore Business* is meant to be a complement to your curriculum, built with expertise and insights from the world-class Wharton School community. You should fit all or parts of our ongoing discussions into your daily, weekly or monthly lessons however it works best for your schedule.

## TALKING ABOUT SENSITIVE TOPICS

Dean Erika James, the first woman of color to lead Wharton, has said that she believes our biggest issue around race is that we are still “uncomfortable having a candid discussion about it without feeling fearful or offended.” As a result, we generally avoid the topic altogether.

And yet, the conversations are happening louder than ever – on social media, in street rallies, and even around dinner tables. We hope educators will use Wharton’s *Beyond*

## LEARNING OBJECTIVES

After engaging with the *Beyond Business* series discussions, students will be able to:

- Define systemic racism and identify ways that it impacts business
- Understand challenges faced by people of color in different business contexts, including entrepreneurship, corporate philanthropy and marketing
- Deepen their awareness about how certain professions and industries are working to overcome biases in their business practices
- Become familiar with key business and finance concepts through the lens of individuals’ experiences
- Explore ways to apply these new ideas to their own lives and experiences

*Business* lecture series to learn more about how issues of race intersect with business, and then share these activities with your students to help them navigate the current events that are already on their hearts and minds – but instead from a unique business perspective.

Matthew R. Kay, a founding teacher of English at the Science Leadership Academy in Philadelphia, is the author of the book *Not Light, But Fire: How to Lead Meaningful Race Conversations in the Classroom*.

Kay says that in order to nurture hard conversations about race, you must commit to *building* conversation spaces, not merely *declaring* them. This may be trickier to do in today's online Zoom culture; Kay's suggestions are for face-to-face race discussions. "In my classroom," he writes, "the conversational safe space is established with three discussion guidelines: Listen patiently, listen actively, and police your voice." The third of these asks the teacher to encourage students to speak to each other, and to do so succinctly. Listening (rather than rushing to share your opinion) is the foundation of a strong conversation space.

Kay also recommends that teachers look inwards before engaging students in these conversations: "Meaningful race conversations depend on teachers understanding the implications of their own racial and cultural perspectives."

## LOOKING AHEAD

The second LinkedIn lecture in the *Beyond Business* series on "Race and Corporate Power" will take place on November 10, 2020 at 4:30 p.m. EST. It will address why companies have committed billions of dollars in 2020 to fight racial discrimination – in their own firms and nationwide – and why that alone won't solve the problem.

