

EXPLORE BUSINESS: **The Analytics of Finance**

Teacher Guide



Wharton
UNIVERSITY of PENNSYLVANIA

GLOBAL YOUTH PROGRAM

Explore Business with Wharton

The Wharton Global Youth Program's *Explore Business* mini-sites are gateways to conversations, readings, and activities that help high school students think about trends transforming 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 of the University of Pennsylvania, a world leader in business education.

CONTINUING WITH WHARTON'S NEWEST SERIES ON ANALYTICS!

Our latest series of mini-sites explores *Analytics*. The strategic use of data is transforming business, powered by the machine learning and models that carry out the analysis. These materials for your classroom are drawn from Wharton School's 2022 Beyond Business Series addressing critical issues facing the business world.

Data is a mighty tool that companies large and small are using to make deeper, stronger, more effective decisions with the goal of improving everything from products and innovation, to relationships with customers. With increasingly sophisticated analytics – technology-fueled analysis of that data that identifies important patterns – business leaders can discover new insights and draw ever-sharper conclusions.

OUR FIRST ANALYTICS TOPIC IS THE ANALYTICS OF FINANCE

Erika James, Dean of the Wharton School, leads a panel of experts to discuss how the financial landscape is evolving with analytics, and what obstacles and opportunities to expect. Dean James is joined in the discussion by Michael Roberts, a Wharton professor of finance, and Daniel Taylor, a Wharton professor of accounting and director of the Wharton Forensic Analytics Lab.

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.

EXPLORE BUSINESS WITH US!

We have created 6 other mini-sites with classroom resources for high school teachers and students. The first is on the [Business of Race](#) and the second on [ESG](#). Dig in today!

HOW STUDENTS CAN EXPLORE THE ANALYTICS OF FINANCE

The activities on this mini-site all connect to the “Analytics of Finance” discussion and provide opportunities for high school students to *Explore Business* in different ways. They include:

- The complete hour-long “Analytics of Finance” video conversation involving Erika James, Michael Roberts and Daniel Taylor.
- A link to a published written summary of this discussion.
- Portions of the main video discussion divided into seven themed video segments with accompanying worksheets.
- 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 guided-question PDFs.
- A PDF **Choice Board** that allows students to choose different ways to further explore concepts introduced in this “Analytics of Finance” discussion.

EXPLORING ANALYTICS WITH YOUR STUDENTS

High school educators are encouraged to review all the materials related to “The Analytics of Finance” and incorporate individual or collective activities into your classroom discussions and assignments, in person and online. Start with the introduction at the top of the mini-site homepage, which sets up the *Analytics of Finance* discussion and provides context about why it is relevant to your students -- then begin your exploration. *Explore Business* is meant to be a complement to your curriculum, built with expertise and insights from the Wharton School community. Wharton is a world leader in business education. You can fit all or parts of our ongoing Analytics discussions into your daily, weekly or monthly lessons, however it works best.

*For insight on how another high school business educator has used our Explore Business mini-sites with his students, visit our [Essential Educator Blog](#).

LOOKING AHEAD

Stay tuned for the next two Analytics mini-sites, which will explore how analytics can drive social good and how analytics gives sports teams a competitive edge.

LEARNING OBJECTIVES

After engaging with the *Explore Business Analytics of Finance* discussion, students should be able to:

- Define the Analytics of Finance.
- Understand how the financial world is changing as a result of more sophisticated data and analytics technology.
- Identify some of the challenges that are impeding the progress of analytics and creating gaps between regulators and private businesses -- and understand how analytics might also fill those gaps.
- Draw connections between analytics and other important areas of business and finance, like ESG and DEI.
- Become familiar with key business and finance concepts through the lens of academic research and business experience.
- Think about ways to apply these new ideas and discussions to their own experiences and lives.