

**EXPLORE BUSINESS: Using Data to Protect & Serve**

# Teacher Guide



**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 2022-23 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. Be sure to visit our first mini-site in the Analytics series, the [Analytics of Finance](#).

## OUR LATEST ANALYTICS TOPIC IS USING DATA TO PROTECT AND SERVE

Erika James, Dean of the Wharton School, leads a panel of experts to discuss how data can impact our understanding of social problems and lead us to effective solutions. Dr. James is joined in the discussion by Hamsa Bastani, a Wharton assistant professor of operations, information and decisions, Dean Knox, a Wharton assistant professor of operations, information and decisions, and Duncan Watts, a Wharton professor of operations, information and decisions.

## 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 USING DATA TO PROTECT & SERVE

The activities on this mini-site all connect to the “Using Data to Protect and Serve” discussion and let high school students *Explore Business* in different ways. They include:

- The complete hour-long “Using Data to Protect and Serve” video conversation involving Erika James, Hamsa Bastani, Dean Knox and Duncan Watts.
- A link to a published written summary of this discussion.
- Portions of the main video discussion divided into six 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 projects to further explore concepts introduced in this “Using Data to Protect and Serve” discussion.

## EXPLORING ANALYTICS WITH YOUR STUDENTS

High school educators are encouraged to review all the materials related to “Using Data to Protect and Serve” 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 “Using Data to Protect and Serve” discussion and explains 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 third and final Analytics mini-site, which will explore how analytics gives sports teams a competitive advantage.

## LEARNING OBJECTIVES

After engaging with the *Explore Business Protect and Serve* discussion, students should be able to:

- Define how analytics is being used to make a social impact.
- Understand the basics of unique social challenges, including human trafficking, policing reform, and bias in the media.
- Recognize the existence of bias in data and the importance of diverse perspectives and stakeholder input to enrich datasets and machine-learning models.
- Begin to understand the application of specific analytics and machine-learning strategies and models.
- Appreciate the role of collaboration and partnership in research and data collection.
- 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.