



Small Business Development Center
The Wharton School, University of Pennsylvania

Helping businesses start, grow, and prosper.

**Opportunities for Wharton MBA Students and Joint
Degree Candidates**

The Wharton Small Business Development Center (WSBDC) is a highly selective and challenging program for 1st and 2nd year MBA students interested in applying the concepts of entrepreneurship to actual start-ups and operating businesses drawn from the Philadelphia business community. Our goal is to provide the critical analysis that enables the client entrepreneur to move from concept to execution. Our analysis and deliverables will vary depending on whether the client is a mature business needing to increase sales or a high potential, early-stage team looking to innovate and enter a market. Consultants benefit from the breadth of experience associated with this variety, and enrich their professional capabilities with this complement to classroom learning.

THE ROLE OF THE SBDC CONSULTANT

SBDC consultants have the opportunity to use the frameworks and tools of the MBA program and apply them to real operating businesses. **As a consultant, you will:**

- **Manage client relationships** involving two to three entrepreneurial consulting cases covering a broad array of business problems and industries
- **Apply research and analytic frameworks** relating to strategy & competitive analysis, marketing, finance, and operations to the real-world challenges of entrepreneurial businesses
- **Develop communications and project management skills** leading towards a definitive conclusion to the clients' problems
- **Make a measurable economic difference** in the Philadelphia business community

In the past, these clients have ranged from on-line retailers to VC-funded technology based ventures. SBDC consultants are supported by core staff and outside experts that include former management consultants, venture capitalists, industry professionals, and select members of the faculty of the Wharton School. Additionally, a select number of 1st year consultants have the opportunity to take on a more managerial role as engagement managers in their 2nd year.

WHO SHOULD APPLY

SBDC Consultants are strong conceptual thinkers with a variety of backgrounds. They are also able to analyze the core competitive and economic details of a case. Our most effective consultants are intellectually curious and eager to learn. We are recruiting students who are committed to working with clients as they expand their knowledge of applied entrepreneurial business development.

NEXT STEPS

Information Sessions are held every August. Accepted candidates will be asked to attend training in September and required to work 7 – 10 hours per week through the semester. For more information, please email sbdc_mail@wharton.upenn.edu.