

Wharton to launch business radio channel on Sirius

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University of Pennsylvania's Wharton School is partnering with Sirius XM Radio(SIRI) to introduce a 24-hour radio channel that will feature Wharton professors sounding off on a range of topics, including entrepreneurship, women in business, and customer satisfaction, the school announced today.

With an expected launch in early 2014, "Business Radio Powered by the Wharton School" will call SiriusXM channel 111 home. Finance professor Jeremy Siegel is planning to update listeners on the stock market, while entrepreneurship professor Karl T. Ulrich will host a show that will have listeners weighing in on new ventures.

Listeners will also be able to participate in "When Things Go Wrong," in which they will share their awful customer service experiences as a chance for a quick case study. Shows on the business of sports and retail round out the offerings already in the works.

Wharton administrators, who did not disclose financial aspects of the deal, say they are trying to take advantage of technology to fulfill the school's mission to teach people, from first-time entrepreneurs to veteran CEOs. This announcement comes on the heels of another about the school offering much of its first-year MBA curriculum for free on the online learning platform Coursera.

Wharton Dean Thomas S. Robertson, in a prepared statement, said the deal with Sirius will allow Wharton "to reach a broad range of mainstream listeners interested in business topics."

The goal of the radio station is to provide easy-to-understand information about how to run a business, and some of the topics that will probably be covered are hiring and firing employees, effectively using social media as a marketing tool, and businesses of the future.

Scott Greenstein, president and chief content officer for SiriusXM, said in a statement that the new channel will fill a niche for an underserved market. With new business barriers to entry low, he says, "people have a thirst for expert information on the fundamentals of running a business successfully."

Fonte: Bloomberg Businessweek. Disponível em:

<<http://www.businessweek.com/articles/2013-09-16/wharton-to-launch-business-radio-channel-on-sirius#r=bus-ls>>. Acesso em: 16 Sep. 2013.