

ARTIFICIAL INTELLIGENCE FOR BUSINESS, MBA

The Artificial Intelligence for Business MBA major is part of the key strategic initiative on AI and Analytics (WAIAI) and is in direct response to growing student interest in AI courses and AI tools and platforms (e.g., extracurricular activities like the recent “hack-AI-thon” are often oversubscribed). In addition, we expect student demand to keep growing as companies everywhere continue to invest in AI and Wharton continues to expand its AI-related content offerings.

The Artificial Intelligence for Business major is designed to address two broad topics: (1) the (more) technical understanding of methods and how they are being applied by firms to solve business problems and (2) the (more) conceptual understanding of how the technology impacts firms and society, including economic, social, and ethical issues that AI deployment introduces.

Reflecting this conceptualization, the major has two pillars, F&I:

- Foundational Methods (or F)
- Impact and Ethics (or I)

Courses from Pillar F cover foundational skills needed to understand, work with, and/or evaluate AI systems. Such courses can cover, but are not limited to, subjects such as data engineering, data science, statistics, machine learning, or neuroscience.

Courses from Pillar I cover the business, economic, legal, ethical, psychological, or societal impact of AI.

MBA Major Advisors: Giles Hooker for STAT (ghooker@wharton.upenn.edu) and Prasanna Tambe for OIDD (tambe@wharton.upenn.edu).

Curriculum

The major in Artificial Intelligence for Business requires a total of 4 CU.

- Courses taken on a pass/fail basis cannot be counted toward the major.
- A maximum of 1 CU of an Independent Study Project (ISP) can count toward the major with faculty advisor approval.
- A maximum of 1 CU of courses outside of Wharton may be considered with faculty advisor approval

Code	Title	Course Units
Foundational Methods (F) Pillar		
Required Course		
STAT 7230	Applied Machine Learning in Business	1
Complete one additional course unit (1 CU) from the Foundational Methods (F) Electives:		1
FNCE 7370	Data Science for Finance	
FNCE 7800	FinTech	
HCMG 8530	Management and Strategy in Medical Devices and Technology	
HCMG 8570	Healthcare Data and Analytics	
MKTG 7120	Data and Analysis for Marketing Decisions	

MKTG 7370	Applied Neuroscience for Business Decisions	
MKTG 7680	Contagious: How Things Catch On	
MKTG 9560	Empirical Models in Marketing - Part A ¹	
OIDD 6620	Enabling Technologies ²	
OIDD 7770	Introduction to Python for Data Science	
STAT 7010	Modern Data Mining	
STAT/OIDD 5810	Convex Optimization for Statistics and Data Science ¹	
STAT 5850	Foundations of Deep Learning with Applications ¹	

Impacts and Ethics (I) Pillar		
Required Course		
LGST 6420	Big Data, Big Responsibilities: Toward Accountable Artificial Intelligence	0.5
Complete one and a half additional course units (1.5 CU) from the Impact and Ethics (I) Electives:		1.5
MGMT 7310	Technology Strategy	
MGMT 8020	Change, Innovation & Entrepreneurship	
MKTG 7340	Idea Generation and the Systematic Approach for Creativity	
MKTG 7790	AI in Our Lives: The Behavioral Science of Autonomous Technology	
OIDD 6130	Online Business Models and the Information-Based Firm ²	
OIDD 6670	A.I., Business, and Society	
Electives		
Select 5.5 course units of electives		5.5
MBA Core Requirements		9.5
Total Course Units		19

¹ These courses are PhD-level courses and are registered via Path@Penn. As such, students are required to adhere to the overall process and add/drop deadlines stipulated by the Wharton Doctoral Program. Wharton PhD courses will count towards the 15 CU minimum of Wharton coursework but are not graded on the MBA curve and will not be factored into a student's Wharton GPA.

² OIDD 6130 and OIDD 6620 cannot count towards both the AI for Business major and the OIDD flexible core requirement.

MBA Core Requirements

Code	Title	Course Units
Accounting		
Select one of the following:		0.5-1
ACCT 6110	Fundamentals of Financial Accounting	
ACCT 6130	Fundamentals of Financial and Managerial Accounting	
Finance ¹		
<i>Corporate Finance</i>		
Select one of the following:		0.5-1
FNCE 6110	Corporate Finance	
FNCE 6210	Corporate Finance (Half CU)	
<i>Macroeconomics</i>		
Select one of the following:		0.5-1

FNCE 6130	Macroeconomics and the Global Economic Environment	
FNCE 6230	Macroeconomics and The Global Economic Environment (Half CU)	
Legal Studies		
LGST 6110	Responsibility in Global Management	0.5
or LGST 6120	Responsibility in Business	
or LGST 6130	Business, Social Responsibility, and the Environment	
Microeconomics		
BEPP 6110	Microeconomics for Managers: Foundations	0.5
BEPP 6120	Microeconomics for Managers: Advanced Applications	0.5
Management		
MGMT 6100	Foundations of Teamwork and Leadership	0.5
MGMT 6110	Managing Established Enterprises	1
or MGMT 6120	Management of Emerging Enterprises	
Marketing		
MKTG 6110	Marketing Management	0.5
MKTG 6120	Dynamic Marketing Strategy	0.5
or MKTG 6130	Strategic Marketing Simulation	
OIDD		
Select one unit of the following:		0.5-1
OIDD 6110	Quality and Productivity	
OIDD 6120	Business Analytics	
OIDD 6130	Online Business Models and the Information-Based Firm	
OIDD 6140	Innovation	
OIDD 6150	Operations Strategy	
OIDD 6620	Enabling Technologies	
OIDD 6900	Managerial Decision Making	
Statistics		
STAT 6130	Regression Analysis for Business ²	1
or STAT 6210	Accelerated Regression Analysis for Business	
Management Communication		
Select one of the following options:		0.5
WHCP 6160	Management Communication ³	
or WHCP 6180	Entrepreneurial Communication	
Second Year Requirement:		
Students must satisfy the following requirements during their second year in the program: (1) maintain a Wharton GPA that is greater than 2.33 in each semester of their second year, and (2) have no more than 4 CU of Wharton courses with a grade less than or equal to 2.33 (C+ or lower) in their second year.		
Total Course Units		9.5

¹ Students cannot enroll in both FNCE 6210 and FNCE 6230.² STAT 6210 is by placement only.³ Enrollment in WHCP 6180 requires pre-approval.

consult with their academic program regarding final certifications and requirements for graduation.

The Global Experience Concentration facilitates MBA student participation in a study abroad program. Students must complete two full credit units in an approved International Exchange Program at the partner university's location. In addition, students must take one full credit unit of internationally focused MBA electives to satisfy the concentration requirement.

Curriculum

Students must complete two full credit units in an approved International Exchange Program at the partner university's location. Approved International Exchange Programs include:

- Australia – AGSM, Sydney
- Brazil – COPPEAD, Rio de Janeiro
- Chile – Universidad Adolfo Ibanez, Santiago
- China – CEIBS, Shanghai
- China – Peking University, Beijing
- France – HEC/ISA, Paris
- France – INSEAD, Fontainebleau
- Hong Kong – HKUST, Kowloon
- India – ISB, Hyderabad
- Israel – IDC, Herzliya
- Israel – Tel Aviv University, Tel Aviv
- Italy – SDA Bocconi, Milan
- Japan – Keio University, Tokyo
- Netherlands – RSM, Rotterdam
- Philippines – AIM, Makati City
- Singapore – INSEAD, Singapore
- Spain – IESE, Barcelona
- Sweden – Stockholm School of Economics, Stockholm
- Thailand – Sasin, Bangkok
- United Kingdom – LBS, London

In addition to two full credit units taken in an approved study-abroad program, students must take one full credit unit of internationally focused MBA electives to satisfy the concentration requirement. The electives should be selected from the list below and cannot be taken on a pass/fail basis.

Code	Title	Course Units
Global Experience Concentration		
Students must complete 2 CU in WHG 5000-level or above		2
Select at least 1 CU from the following: ¹		1
Accounting		
ACCT/FNCE 7970	Taxes and Business Strategy	
Business Economics and Public Policy		
BEPP/OIDD 7630	Energy Markets & Policy	
BEPP/ACCT 7640	Climate and Financial Markets	

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2025 and later. Students should

BEPP 7890	Economic Globalization: Policy, History and Contemporary Issues
Finance	
FNCE 7190	International Financial Markets and Cryptocurrencies
FNCE 7310	Global Valuation and Risk Analysis
FNCE 7320	International Banking
FNCE 7400	Central Banks, Macroeconomic Policy and Financial Markets
FNCE 7540	ESG and Impact Investing
FNCE 7560	Energy Finance
Health Care Management	
HCMG 8590	Comparative Health Care Systems
HCMG 8680	Private Sector Role in Global Health
Legal Studies and Business Ethics	
LGST 8020	Law of Corporate Management and Finance
Management	
MGMT 7150	Political Environment of the Multinational Firm
MGMT 7200	Corporate Diplomacy
MGMT 7230	Strategy and Environmental Sustainability
MGMT 7870	Global Management of Digital Businesses
MGMT 7880	Managing and Competing in China
MGMT 8090	Private Equity in Emerging Markets
MGMT 8170	Global Growth of Emerging Firms
MGMT 8710	Advanced Global Strategy
MGMT 8750	Comparative Capitalism
Marketing	
Operations, Information, and Decisions	
OIDD 6730	Global Supply Chain Mgmt.
OIDD 7610	Risk Analysis and Environmental Management
OIDD 7620	Environmental Sustainability and Value Creation
Real Estate	
REAL 7050	Global Real Estate: Risk, Politics and Culture
REAL 8360	International Housing Comparisons
Total Course Units	
3	

¹ Global Modular Courses (0.5 CU) offered in a foreign location also count.

Other courses with substantive international content may be counted upon approval of the concentration adviser.

Concentration advisor: Alyssa Swanson