BUSINESS ECONOMICS & PUBLIC POLICY, MBA

The Business Economics and Public Policy major equips future business leaders with the tools to analyze incentives and policies of firms, governments, and consumers. Whether a firm is engaged in real estate development, bringing new products to market, developing new technologies, exporting products, addressing environmental issues, or providing infrastructure services, it will need to be familiar with the incentives of competitors and the role of government so that it can understand which actions it can take, and how other actors will respond.

The major enables students to formulate policy with the best techniques offered by both private and public sector research. The tools will be useful across a range of careers, particularly those that involve developing economies or regulated industries. It helps future private managers to understand, react to, and help form the environment in which they will operate.

The department’s courses focus on understanding the implications for the business world of increased globalization; technological change, such as the internet and e-commerce; the increasing role of intellectual property rights; and the public demand for greater government efficiency. These new developments have resulted in privatization, deregulation, and changes in health, antitrust, and environmental policy — all of which critically affect business interests.

For more information: https://bepp.wharton.upenn.edu/programs/mba/

Curriculum

A minimum of 19 course units is required for graduation.

Major electives taken on a pass/fail basis cannot be counted toward the Business Economics & Public Policy major.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
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<tbody>
<tr>
<td>BEPP 620</td>
<td>Behavioral Economics, Markets and Public Policy</td>
<td>4.0</td>
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<tr>
<td>BEPP 708</td>
<td>Housing Markets</td>
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<tr>
<td>BEPP 710</td>
<td>Firms, Markets and Public Policy.</td>
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<tr>
<td>BEPP/IODD 761</td>
<td>Risk Analysis and Environmental Management</td>
<td></td>
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<tr>
<td>BEPP/IODD 763</td>
<td>Energy Markets &amp; Policy</td>
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<tr>
<td>BEPP 770</td>
<td>Public Finance and Policy</td>
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<tr>
<td>BEPP 773/FNCE 730/REAL 730</td>
<td>Urban Fiscal Policy</td>
<td></td>
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<tr>
<td>BEPP 789</td>
<td>Nations, Politics, and Markets</td>
<td></td>
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<tr>
<td>BEPP 805</td>
<td>Risk Management</td>
<td></td>
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<tr>
<td>BEPP 812</td>
<td>Markets for Pure Risk</td>
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<tr>
<td>BEPP 823</td>
<td>Business Insurance and Estate Planning.</td>
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BEPP/STAT 851 | Fundamentals of Actuarial Science I
BEPP/STAT 852 | Fundamentals of Actuarial Science II
BEPP/STAT 853 | Actuarial Statistics
BEPP 893 | Advanced Study Projects
FNCE 726 | Advanced Corporate Finance

Electives

Select 5.5 course units of electives 5.5

MBA Core Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
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</table>
| Accounting
ACCT 611 | Fundamentals of Financial Accounting | 0.5-1        |
ACCT 613 | Fundamentals of Financial and Managerial Accounting |              |

Finance

Select one of the following: 0.5-1

FNCE 611 | Corporate Finance |              |
FNCE 621 | Corporate Finance (Half CU) |              |

Macroeconomics

Select one of the following: 0.5-1

FNCE 613 | Macroeconomics and the Global Economic Environment |              |
FNCE 623 | Macroeconomics and The Global Economic Environment (Half CU) |              |

Legal Studies

LGST 611 | Responsibility in Global Management | 0.5          |
or LGST 612 | Responsibility in Business |              |

Microeconomics

MGE 611 | Microeconomics for Managers: Foundations | 0.5          |
MGE 612 | Microeconomics for Managers: Advanced Applications | 0.5          |

Management

MGMT 610 | Foundations of Teamwork and Leadership | 0.5          |
MGMT 611 | Managing Established Enterprises | 1            |
or MGMT 612 | Management of Emerging Enterprises |              |

Marketing

MKTG 611 | Marketing Management | 0.5          |
MKTG 612 | Dynamic Marketing Strategy | 0.5          |
or MKTG 613 | Strategic Marketing Simulation |              |

OIDD

OIDD 611 | Quality and Productivity | 0.5          |

1 Students may seek approval to have one of the four course units be from other departments of The Wharton School or in other schools of the University.
or OIDD 615 | Operations Strategy | 0.5
Select one of the following: ^2
OIDD 611 | Quality and Productivity
OIDD 612 | Business Analytics
OIDD 613 | Online Business Models and the Information-Based Firm
OIDD 614 | Innovation
OIDD 615 | Operations Strategy

Statistics
STAT 613 | Regression Analysis for Business ^3 | 1
or STAT 621 | Accelerated Regression Analysis for Business

Management Communication
WHCP 611 | Management Communication | 0.25
Select one of the following: ^2
WHCP 612 | Advanced Persuasive Speaking
WHCP 615 | Communication Challenges for Entrepreneurs: ‘Pitching your Business’
WHCP 624 | Persuasive Writing for Business Leaders

Total Course Units | 9.5

1. Students cannot enroll in both FNCE 621 and FNCE 623.
2. Students must take at least one of OIDD 611 and OIDD 615, and may take both to satisfy the requirement.
3. STAT 621 is by placement only.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2020 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.