ENTREPRENEURSHIP AND INNOVATION, MBA

The Entrepreneurship and Innovation major provides MBA students with skills, analytical tools, perspectives, and experiences that prepare them for careers as autonomous entrepreneurs, family-business entrepreneurs, or entrepreneurs in corporate settings. Whether a student wants to start a business while in school, join an emerging business, or set the groundwork to launch a new firm later in his or her career, the program aims to provide preparation for all of these exciting options. Entrepreneurial skills and thinking are actively sought by more competitive and profitable growing businesses. The special strength of this program is that it combines theory with practice, providing students the opportunity to test the theories, models, and strategies learned in the classroom by creating real business plans, working on other field projects, and gaining access and insight from leaders in the entrepreneurial business community. The Entrepreneurship and Innovation major and related co-curricular activities are supported in part by the Goergen Entrepreneurial Management Program at the Wharton School's Venture Lab.

For more information: https://mgmt.wharton.upenn.edu/programs/mba/entrepreneurial-management/

Curriculum

A minimum of 19 course units is required for graduation.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
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<tbody>
<tr>
<td></td>
<td><strong>Entrepreneurship and Innovation Major Requirements</strong></td>
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<td>The Entrepreneurship &amp; Innovation major requires four course units beyond the required Management core requirements. Management Core Requirements:</td>
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<tr>
<td></td>
<td>MGMT 6100 Foundations of Teamwork and Leadership</td>
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<td></td>
<td>MGMT 6110 Managing Established Enterprises</td>
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<tr>
<td>or MGMT 6120 Management of Emerging Enterprises</td>
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<tr>
<td>MGMT 8010 Entrepreneurship</td>
<td>0.5</td>
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<td>Select 3.5 course units from the following:</td>
<td>3.5</td>
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<tr>
<td>FNCE 7500 Venture Capital and the Finance of Innovation</td>
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<tr>
<td>FNCE 7510 The Finance of Buyouts and Acquisitions</td>
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<td>HCMG 8670 Health Care Entrepreneurship</td>
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<tr>
<td>LGST 8130 Legal and Transactional Aspects of Entrepreneurship</td>
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<tr>
<td>MGMT/LGST/ OIDD 6150 Negotiations</td>
<td>3</td>
<td></td>
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<tr>
<td>MGMT 6910/ LGST 8060/ OIDD 6910</td>
<td>Advanced Topics Negotiation</td>
<td>3</td>
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<tr>
<td>MGMT 7120 Managing Strategic Partnerships</td>
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<td>MGMT 7210 Corporate Development: Mergers and Acquisitions</td>
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<td>MGMT 7290 Intellectual Property Strategy for the Innovation-Driven Enterprise</td>
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<td>MGMT 7310 Technology Strategy</td>
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<tr>
<td>MGMT 8020 Change, Innovation &amp; Entrepreneurship</td>
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MGMT 8040 Venture Capital and Entrepreneurial Management |              |
MGMT 8060 Venture Implementation |              |
MGMT 8090 Private Equity in Emerging Markets |              |
MGMT 8110 Entrepreneurship Through Acquisition |              |
MGMT 8120 Social Entrepreneurship |              |
MGMT 8160 Building Human Assets in Entrepreneurial Ventures |              |
MGMT 8330 Strategies and Practices of Family-controlled Companies |              |
MKTG 7210 New Product Management |              |
MKTG 7270 Digital Marketing and Electronic Commerce |              |
MKTG 7340 Idea Generation and the Systematic Approach for Creativity |              |
MKTG 7410 Entrepreneurial Marketing |              |
OIDD/IPD 5150 Product Design | 4 |              |
OIDD 6140 Innovation |              |
OIDD 6360 Scaling Operations: Linking Strategy and Execution |              |
OIDD 6520 Design and Development of Web-Based Products and Services | 4 |              |
OIDD 6540 Product Management | 4 |              |
OIDD 6620 Enabling Technologies |              |
REAL 8910 Real Estate Entrepreneurship |              |

**Electives**

Select 5.5 course units of electives | 5.5 |

**MBA Core Requirements**

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<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
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<tbody>
<tr>
<td></td>
<td><strong>Accounting</strong></td>
<td>0.5-1</td>
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<tr>
<td>ACCT 6110 Fundamentals of Financial Accounting</td>
<td></td>
<td></td>
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<tr>
<td>ACCT 6130 Fundamentals of Financial and Managerial Accounting</td>
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1. No waivers or substitutions. Students are advised (but not required) to take this foundation course before the subsequent elective courses listed.
2. Students may petition to substitute up to 1 cu of other coursework toward the requirements of the major, such as Global Modular Courses, Global Virtual Courses, Independent Study Projects or Advanced Student Projects, or MKTG 8900 (Global Consulting Practicum). Petitions are expected to demonstrate that the student is pursuing a coherent plan of entrepreneurship and innovation studies at Wharton, and should be directed to the faculty advisor.
3. Students may not count both MGMT 6910 and MGMT 6920 for credit towards the major.
4. Students may not count all of the following courses for credit towards the major: OIDD 5150, OIDD 6520, OIDD 6540. To count more than one of these courses towards the major, students need pre-approval from the faculty advisor.

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### Corporate Finance
Select one of the following: 0.5-1
- FNCE 6110 Corporate Finance
- FNCE 6210 Corporate Finance (Half CU)

### Macroeconomics
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
- MGE 6110 Microeconomics for Managers: Foundations 0.5
- MGE 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 1
- or STAT 6210 Accelerated Regression Analysis for Business

### Management Communication
- WHCP 6110 Management Communication 0.25
Select one of the following: 0.25
- WHCP 6120 Advanced Persuasive Speaking
- WHCP 6150 Communication Challenges for Entrepreneurs
- WHCP 6240 Persuasive Writing for Business Leaders

**Total Course Units** 9.5

1. Students cannot enroll in both FNCE 6210 and FNCE 6230.
2. STAT 6210 is by placement only.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2023 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.