ENTREPRENEURSHIP AND INNOVATION, MBA

The Entrepreneurship & 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.

Endowed in 1997 by Robert B. Goergen WG'62, The Goergen Entrepreneurial Management Program is based on the leading research conducted by Wharton faculty. The program is distinguished by its ability to combine theory with practice, allowing students to gain access and insight from the entrepreneurial business community. His generous gift endows the teaching programs in entrepreneurship at Wharton, including a Robert B. Goergen Professorship, funds for course development, and fellowships for new faculty.

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

Curriculum

A minimum of 19 course units is required for graduation.

Only one (1) CU of pass/fail coursework can be counted toward the Entrepreneurship & Innovation major.

Entreprenurship and Innovation Major Requirements

Select 1 of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 611</td>
<td>Managing Established Enterprises</td>
<td></td>
</tr>
<tr>
<td>MGMT 612</td>
<td>Management of Emerging Enterprises</td>
<td></td>
</tr>
<tr>
<td>MGMT 801</td>
<td>Entrepreneurship</td>
<td>0.5</td>
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</tbody>
</table>

Select 3.5 course units from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FNCE 750</td>
<td>Venture Capital and the Finance of Innovation</td>
<td>3.5</td>
</tr>
<tr>
<td>FNCE 751</td>
<td>The Finance of Buyouts and Acquisitions</td>
<td></td>
</tr>
<tr>
<td>HCMG 867</td>
<td>Health Care Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>LGST 813</td>
<td>Legal and Transactional Aspects of Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>MGMT 691/ LGST 806/ OIDD 691</td>
<td>Negotiations</td>
<td></td>
</tr>
<tr>
<td>MGMT 712</td>
<td>Managing Strategic Partnerships</td>
<td></td>
</tr>
<tr>
<td>MGMT 721</td>
<td>Corporate Development: Mergers and Acquisitions</td>
<td></td>
</tr>
<tr>
<td>MGMT 729</td>
<td>Intellectual Property Strategy for the Innovation-Driven Enterprise</td>
<td></td>
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</table>

MBA Core Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 731</td>
<td>Technology Strategy</td>
<td></td>
</tr>
<tr>
<td>MGMT 765</td>
<td>Venture Capital and Entrepreneurial Management: Practices and Institutions of Silicon Valley</td>
<td></td>
</tr>
<tr>
<td>MGMT 802</td>
<td>Change, Innovation &amp; Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>MGMT 804</td>
<td>Venture Capital and Entrepreneurial Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 806</td>
<td>Venture Implementation</td>
<td></td>
</tr>
<tr>
<td>MGMT 809</td>
<td>Private Equity in Emerging Markets</td>
<td></td>
</tr>
<tr>
<td>MGMT 811</td>
<td>Entrepreneurship Through Acquisition</td>
<td></td>
</tr>
<tr>
<td>MGMT 812</td>
<td>Social Entrepreneurship</td>
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<tr>
<td>MGMT 816</td>
<td>Building Human Assets in Entrepreneurial Ventures</td>
<td></td>
</tr>
<tr>
<td>MGMT 833</td>
<td>Strategies and Practices of Family-controlled Companies</td>
<td></td>
</tr>
<tr>
<td>MKTG 721</td>
<td>New Product Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 727</td>
<td>Digital Marketing and Electronic Commerce</td>
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<tr>
<td>MKTG 734</td>
<td>Idea Generation and the Systematic Approach for Creativity</td>
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<tr>
<td>MKTG 741</td>
<td>Entrepreneurial Marketing</td>
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<tr>
<td>OIDD/IPD 515</td>
<td>Product Design</td>
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<tr>
<td>OIDD 614</td>
<td>Innovation</td>
<td></td>
</tr>
<tr>
<td>OIDD 636</td>
<td>SCALING OPERATIONS: Linking Strategy and Execution</td>
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<tr>
<td>OIDD 662</td>
<td>Enabling Technologies</td>
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<tr>
<td>REAL 891</td>
<td>Real Estate Entrepreneurship</td>
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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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<tbody>
<tr>
<td>ACCT 611</td>
<td>Fundamentals of Financial Accounting</td>
<td>0.5-1</td>
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<tr>
<td>ACCT 612</td>
<td>Accelerated Financial Accounting 1</td>
<td></td>
</tr>
<tr>
<td>ACCT 613</td>
<td>Fundamentals of Financial and Managerial Accounting</td>
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Finance 2

Corporate Finance

Select one of the following: 0.5-1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FNCE 611</td>
<td>Corporate Finance</td>
<td></td>
</tr>
<tr>
<td>FNCE 612</td>
<td>Accelerated Corp Finance 3</td>
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<tr>
<td>FNCE 614</td>
<td>Corporate Finance (Half CU)</td>
<td></td>
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Macroeconomics

Select one of the following: 0.5-1

<table>
<thead>
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<th>Code</th>
<th>Title</th>
<th>Course Units</th>
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</thead>
<tbody>
<tr>
<td>FNCE 613</td>
<td>Macroeconomics and the Global Economic Environment</td>
<td></td>
</tr>
<tr>
<td>FNCE 615</td>
<td>Macroeconomics and The Global Economic Environment (Half CU)</td>
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Legal Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
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<tbody>
<tr>
<td>LGST 611</td>
<td>Responsibility in Global Management</td>
<td>0.5</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Units</td>
</tr>
<tr>
<td>-------------</td>
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</tr>
<tr>
<td>LGST 612</td>
<td>Responsibility in Business</td>
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<tr>
<td>Microeconomics</td>
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<tr>
<td>MGEC 611</td>
<td>Microeconomics for Managers: Foundations</td>
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<td>MGEC 612</td>
<td>Microeconomics for Managers: Advanced Applications</td>
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<tr>
<td>Management</td>
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<tr>
<td>MGMT 610</td>
<td>Foundations of Teamwork and Leadership</td>
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</tr>
<tr>
<td>MGMT 611</td>
<td>Managing Established Enterprises</td>
<td>1</td>
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<tr>
<td>or MGMT 612</td>
<td>Management of Emerging Enterprises</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>MKTG 611</td>
<td>Marketing Management</td>
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<tr>
<td>MKTG 612</td>
<td>Dynamic Marketing Strategy</td>
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<td>or MKTG 613</td>
<td>Strategic Marketing Simulation</td>
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<td>OIDD</td>
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<tr>
<td>OIDD 611</td>
<td>Quality and Productivity</td>
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<td>or OIDD 615</td>
<td>Operations Strategy</td>
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<tr>
<td>Select one of the following:</td>
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<tr>
<td>OIDD 611</td>
<td>Quality and Productivity</td>
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<tr>
<td>OIDD 612</td>
<td>Business Analytics</td>
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<td>OIDD 613</td>
<td>Online Business Models and the Information-Based Firm</td>
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<td>OIDD 614</td>
<td>Innovation</td>
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<tr>
<td>OIDD 615</td>
<td>Operations Strategy</td>
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<tr>
<td>Statistics</td>
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<tr>
<td>STAT 613</td>
<td>Regression Analysis for Business</td>
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<tr>
<td>or STAT 621</td>
<td>Accelerated Regression Analysis for Business</td>
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<tr>
<td>Management Communication</td>
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<tr>
<td>WHCP 611</td>
<td>Management Communication</td>
<td>0.25</td>
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<td>Select one of the following:</td>
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<tr>
<td>WHCP 612</td>
<td>Advanced Persuasive Speaking</td>
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<tr>
<td>WHCP 615</td>
<td>Communication Challenges for Entrepreneurs: &quot;Pitching your Business&quot;</td>
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<tr>
<td>WHCP 624</td>
<td>Persuasive Writing for Business Leaders</td>
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Total Course Units | 9.5

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1. ACCT 612 is by placement only.
2. Students cannot enroll in FNCE 614 and FNCE 615.
3. FNCE 612 is by placement only.
4. Students must take at least one of OIDD 611 and OIDD 615, and may take both to satisfy the requirement.
5. STAT 621 is by placement only.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2019 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.