

# INDIVIDUALIZED MAJOR, MBA

You may find that your course choices do not fit within the standard majors at Wharton. In this case you may plan an individualized major as an alternative to the existing majors. Wharton offers this option for students who have specific, carefully determined interdisciplinary interests and wish to acquire depth in an area not adequately covered by any of the existing majors. To pursue an individualized major, you must propose a theme, course plan, and title for the major and describe how the proposed courses address the theme. You should submit this proposal on an Individualized Major Request ([https://mba-inside.wharton.upenn.edu/wp-content/uploads/2014/12/INDM\\_approval\\_2012.pdf](https://mba-inside.wharton.upenn.edu/wp-content/uploads/2014/12/INDM_approval_2012.pdf)) form to a faculty member for approval. Completed forms should be submitted to the MBA Program Office in 300 Jon M. Huntsman Hall for final approval. When possible, this form should be submitted toward the end of the third semester in the MBA Program.

The following rules apply to individualized majors:

1. An individualized major must be a sole major; it may not be pursued in conjunction with an existing major.
2. The title of the individualized major must not sound like “general management” or like an existing major or combination of existing majors.
3. Your proposal for the individualized major must be approved by a faculty member in the relevant field and an administrator in the MBA Program Office.

**For more information:** <https://mba-inside.wharton.upenn.edu/individualized-major/>

## Curriculum

A minimum of 19 course units is required for graduation.

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

Code	Title	Course Units
<b>Individualized Major Requirements</b>		
Select 5 course units of Wharton courses		5.0
<b>Electives</b>		
Select 4.5 course units of electives		4.5
<b>MBA Core Requirements</b>		<b>9.5</b>
<b>Total Course Units</b>		<b>19</b>

## MBA Core Requirements

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

<b>Macroeconomics</b>		
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)	
<b>Legal Studies</b>		
LGST 6110	Responsibility in Global Management	0.5
or LGST 6120	Responsibility in Business	
or LGST 6130	Business, Social Responsibility, and the Environment	
<b>Microeconomics</b>		
MGEC 6110		0.5
MGEC 6120		0.5
<b>Management</b>		
MGMT 6100	Foundations of Teamwork and Leadership	0.5
MGMT 6110	Managing Established Enterprises	1
or MGMT 6120	Management of Emerging Enterprises	
<b>Marketing</b>		
MKTG 6110	Marketing Management	0.5
MKTG 6120	Dynamic Marketing Strategy	0.5
or MKTG 6130	Strategic Marketing Simulation	
<b>OIDD</b>		
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	
<b>Statistics</b>		
STAT 6130	Regression Analysis for Business <sup>2</sup>	1
or STAT 6210	Accelerated Regression Analysis for Business	
<b>Management Communication</b>		
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	
<b>Total Course Units</b>		<b>9.5</b>

<sup>1</sup> Students cannot enroll in both FNCE 6210 and FNCE 6230.

<sup>2</sup> STAT 6210 is by placement only.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2024 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.