

# 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>		
Total Course Units		19

## MBA Core Requirements

Code	Title	Course Units
<b>Accounting</b>		
Select one of the following:		0.5-1
ACCT 611	Fundamentals of Financial Accounting	
ACCT 613	Fundamentals of Financial and Managerial Accounting	
<b>Finance</b> <sup>1</sup>		
<i>Corporate Finance</i>		
Select one of the following:		0.5-1
FNCE 611	Corporate Finance	
FNCE 621	Corporate Finance (Half CU)	

<b>Macroeconomics</b>		
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)	
<b>Legal Studies</b>		
LGST 611	Responsibility in Global Management	0.5
or LGST 612	Responsibility in Business	
<b>Microeconomics</b>		
MGEC 611	Microeconomics for Managers: Foundations	0.5
MGEC 612	Microeconomics for Managers: Advanced Applications	0.5
<b>Management</b>		
MGMT 610	Foundations of Teamwork and Leadership	0.5
MGMT 611	Managing Established Enterprises	1
or MGMT 612	Management of Emerging Enterprises	
<b>Marketing</b>		
MKTG 611	Marketing Management	0.5
MKTG 612	Dynamic Marketing Strategy	0.5
or MKTG 613	Strategic Marketing Simulation	
<b>OIDD</b>		
OIDD 611	Quality and Productivity	0.5
or OIDD 615	Operations Strategy	
Select one of the following: <sup>2</sup>		0.5
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	
<b>Statistics</b>		
STAT 613	Regression Analysis for Business <sup>3</sup>	1
or STAT 621	Accelerated Regression Analysis for Business	
<b>Management Communication</b>		
WHCP 611	Management Communication	0.25
Select one of the following:		0.25
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

<sup>1</sup> Students cannot enroll in both FNCE 621 and FNCE 623.

<sup>2</sup> Students must take at least one of OIDD 611 and OIDD 615, and may take both to satisfy the requirement.

<sup>3</sup> 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.

