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 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Individualized Major Requirements</strong></td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>Select 5 course units of Wharton courses</td>
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</tr>
<tr>
<td></td>
<td><strong>Electives</strong></td>
<td>4.5</td>
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<tr>
<td></td>
<td>Select 4.5 course units of electives</td>
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</tr>
<tr>
<td></td>
<td><strong>MBA Core Requirements</strong></td>
<td>9.5</td>
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<tr>
<td></td>
<td>Total Course Units</td>
<td>19</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></td>
<td><strong>Accounting</strong></td>
<td>0.5-1</td>
</tr>
<tr>
<td>ACCT 611</td>
<td>Fundamentals of Financial Accounting</td>
<td></td>
</tr>
<tr>
<td>ACCT 613</td>
<td>Fundamentals of Financial and Managerial Accounting</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Finance</strong></td>
<td>0.5-1</td>
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<tr>
<td>FNCE 611</td>
<td>Corporate Finance</td>
<td></td>
</tr>
<tr>
<td>FNCE 621</td>
<td>Corporate Finance (Half CU)</td>
<td></td>
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</tbody>
</table>

**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**

- MGEC 611 Microeconomics for Managers: Foundations 0.5
- MGEC 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
- or OIDD 615 Operations Strategy

Select one of the following: 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

**Statistics**

- STAT 613 Regression Analysis for Business 1
- or STAT 621 Accelerated Regression Analysis for Business

**Management Communication**

- 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

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.