STRATEGIC MANAGEMENT, MBA

This major provides students with a deep grounding in the basic logic of competitive advantage, premised on a careful analytical treatment of the distinct qualities and positions of individual firms and an understanding of broader competitive dynamics. This background positions students well for guiding strategy at both established and emerging enterprises, as well as preparing them for positions with consulting firms that work with firms in setting their strategies.

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

Curriculum

A minimum of 19 course units is required for graduation.

## Strategic Management Major Requirements

The Strategic Management major requires four course units beyond the required Management core requirements.

Management Core Requirements:
- MGMT 610 Foundations of Teamwork and Leadership
- MGMT 611 Managing Established Enterprises
  or MGMT 612 Management of Emerging Enterprises

Select 3-4 course units from the following:
- MGMT 701 Strategy and Competitive Advantage
- MGMT 711 Competitive Strategy and Industrial Structure
- MGMT 712 Managing Strategic Partnerships
- MGMT 714 Value Creation and Value Capture in American Business History
- MGMT 717 Deals: The Economic Structure of Transacting and Contracting
- MGMT 721 Corporate Development: Mergers and Acquisitions
- MGMT 731 Technology Strategy
- MGMT 782 Strategic Implementation
- MGMT 784 Managerial Economics and Game Theory
- MGMT 801 Entrepreneurship
- MGMT 871 Advanced Global Strategy
- MGMT 891 Advanced Study Project - Strategic Management
- MGMT 925 Seminar in Corporate Strategy

Select up to 1 course unit from the following: ¹
- LGST 815 Environmental Management: Law and Policy
- MGMT 715 Political Environment of the Multinational Firm
- MGMT 720 Corporate Diplomacy
- MGMT 729 Intellectual Property Strategy for the Innovation-Driven Enterprise
- MGMT 751 Strategic Management of Human Assets
- MGMT 773 Managing Organizational Change

## MBA Core Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 802</td>
<td>Change, Innovation &amp; Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>MGMT 892</td>
<td>Advanced Study Project - Collaborative Innovation Program</td>
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</tr>
<tr>
<td>MKTG 777</td>
<td>Marketing Strategy</td>
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</table>

### Electives
Select 5.5 course units of electives 5.5

### MBA Core Requirements

<table>
<thead>
<tr>
<th>Code</th>
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<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 611</td>
<td>Fundamentals of Financial Accounting</td>
<td>0.5-1</td>
</tr>
<tr>
<td>ACCT 613</td>
<td>Fundamentals of Financial and Managerial Accounting</td>
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</table>

### Finance ¹

#### Corporate Finance
Select one of the following: 0.5-1
- FNCE 611 Corporate Finance
- FNCE 621 Corporate Finance (Half CU)
- FNCE 623 Macroeconomics and The Global Economic Environment

### 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
- MGE 611 Microeconomics for Managers: Foundations 0.5
- MGE 612 Microeconomics for Managers: Advanced Applications 0.5

### Management
- MGMT 610 Foundations of Teamwork and Leadership 0.5
  or 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
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

¹ Global Modular Courses and Global Virtual Courses with significant content in strategic management, at the discretion of the department advisor may also be considered.
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<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>
<tr>
<td>OIDD 662</td>
<td>Enabling Technologies</td>
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<tr>
<td>OIDD 690</td>
<td>Managerial Decision Making</td>
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<tr>
<td>STAT 613</td>
<td>Regression Analysis for Business</td>
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</tr>
<tr>
<td>or STAT 621</td>
<td>Accelerated Regression Analysis for Business</td>
<td></td>
</tr>
</tbody>
</table>

**Statistics**

**Management Communication**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHCP 611</td>
<td>Management Communication</td>
<td>0.25</td>
</tr>
<tr>
<td>WHCP 612</td>
<td>Advanced Persuasive Speaking</td>
<td>0.25</td>
</tr>
<tr>
<td>WHCP 615</td>
<td>Communication Challenges for Entrepreneurs: &quot;Pitching your Business&quot;</td>
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</tr>
<tr>
<td>WHCP 624</td>
<td>Persuasive Writing for Business Leaders</td>
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</tr>
</tbody>
</table>

**Total Course Units** 9

1. Students cannot enroll in both FNCE 621 and FNCE 623.
2. STAT 621 is by placement only.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2021 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.