

ARTIFICIAL INTELLIGENCE FOR BUSINESS, BS

The Artificial Intelligence for Business undergraduate concentration is part of the key strategic initiative on AI and Analytics (WAIAI) and is in direct response to growing student interest in AI courses and AI tools and platforms (e.g., extracurricular activities like the recent “hack-AI-thon” are often oversubscribed). In addition, we expect student demand to keep growing as companies everywhere continue to invest in AI and Wharton continues to expand its AI-related content offering.

The educational needs in this area belong to two broad topics: (1) the (more) technical understanding of methods and how they are being applied by firms to solve business problems and (2) the (more) conceptual understanding of how the technology impacts firms and society, including economic, social, and ethical issues that AI deployment introduces. Reflecting this conceptualization, the concentration has two pillars, F&I:

1. Foundational Methods (or F)
2. Impact and Ethics (or I)

Courses taken on a pass/fail basis cannot be counted toward the concentration. A maximum of 1 CU of an Independent Study Project (ISP) can count toward the concentration with advisor approval.

Artificial Intelligence for Business Concentration Advisors: Giles Hooker for STAT (ghooker@wharton.upenn.edu) and Prasanna Tambe for OI (tambe@wharton.upenn.edu).

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2025 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

Other Wharton Requirements

Code	Title	Course Units
First-Year Foundations		
BEPP 1000	Introductory Economics for Business Students ¹	1
MATH 1400	Calculus, Part I	1
	or MATH 1070 Mathematics of change, Part I	
Critical Writing Seminar		1
	WRIT 0020, 0110, or 0120-0990	
Business Fundamentals		
<i>Leadership Journey</i>		
WH 1010	Business and You	0.5
WH 2010	Business Communication for Impact	0.5
	or WH 2011 Global Business Communication for Impact	
MGMT 3010	Teamwork and Interpersonal Influence	0.5
Senior Capstone	One course with attribute WUCP required (http://catalog.upenn.edu/attributes/wucp/) ²	0.5

Please visit <https://undergrad-inside.wharton.upenn.edu/senior-capstone> (https://undergrad-inside.wharton.upenn.edu/senior-capstone/) for more information.

Fundamentals³

ACCT 1010	Accounting and Financial Reporting	1
ACCT 1020	Strategic Cost Analysis	1
BEPP 2500	Managerial Economics (or Honors)	1
FNCE 1000	Corporate Finance (or Honors)	1
FNCE 1010	Monetary Economics and the Global Economy (or Honors)	1
LGST 1000	Ethics and Social Responsibility (or Honors)	1
	or LGST 1010 Law and Social Values	
MGMT 1010	Introduction To Management	1
MKTG 1010	Introduction to Marketing (or Honors)	1
OIDD 1010	An Introduction to Operations, Information and Decisions	1
STAT 1010	Introductory Business Statistics (or Honors) ⁴	1
	or STAT 4300 Probability	
	or ESE 3010 Engineering Probability	
STAT 1020	Introductory Business Statistics (or Honors)	1
	or STAT 4310 Statistical Inference	
	or ESE 4020 Statistics for Data Science	

Flex Fundamentals

Global Economy, Business & Society

One course unit with attribute WUGE required (http://catalog.upenn.edu/attributes/wuge/) 1

Technology, Innovation & Analytics

One course unit with attribute WUTI required (http://catalog.upenn.edu/attributes/wuti/) 1

Liberal Arts & Sciences 7

Foreign Language Requirement

Two semesters at the beginner level of a language other than English or demonstration of equivalent proficiency required⁵

Humanities

One course unit with attribute WUHM required (http://catalog.upenn.edu/attributes/wuhm/) 1

Natural Science, Math & Engineering

One course unit with attribute WUNM required (http://catalog.upenn.edu/attributes/wunm/) 1

Social Science

One course unit with attribute WUSS required (http://catalog.upenn.edu/attributes/wuss/) 1

Flexible Gen Ed

Three course units of approved undergraduate coursework taken outside of Wharton required

Cross-Cultural Perspectives

Three course units with substantial cross-cultural content required⁶

Business Breadth

Three upper-level course units from three different Wharton departments outside of the student's concentration required. Please visit https://undergrad-inside.wharton.upenn.edu/business-breadth (https://undergrad-inside.wharton.upenn.edu/business-breadth/) for details.	3
Unrestricted Electives	
Five course units required ⁷	5
Total Course Units	33

¹ For students who take ECON 0100 Introduction to Micro Economics and ECON 0200 Introductory Economics: Macro in place of BEPP 1000 Introductory Economics for Business Students: one of these courses can be used to satisfy BEPP 1000 on the degree audit. The second course may be used to fulfill a Liberal Arts & Sciences or Unrestricted Elective requirement.

² Beginning with capstones offered in Fall 2027, all students must complete all business fundamentals as a prerequisite for the senior capstone, in addition to the Leadership Journey courses and any other required prerequisite course(s).

³ Course numbers for honors business fundamentals are: BEPP 2508 Managerial Economics, FNCE 1008 Corporate Finance (Honors), FNCE 1018 Monetary Economics and the Global Economy (Honors), LGST 1008 Ethics and Social Responsibility, LGST 1018 Law and Social Values, MKTG 1018 Introduction to Marketing, STAT 1018 Introductory Business Statistics, and STAT 1028 Introductory Business Statistics.

⁴ Dual-degree students majoring in SSE (Systems Science Engineering) and EE (Electrical Engineering) must take ESE 3010 Engineering Probability and ESE 4020 Statistics for Data Science.

⁵ Courses taken at Penn that satisfy the Foreign Language requirement may double-count as Humanities or Flexible Gen Ed.

⁶ Up to one course may be on U.S. cultural diversity. Please see course attribute WUCN for a list of non-U.S. courses and WUCU for a list of U.S. courses. Two CCP course units may double-count as Humanities; Natural Science, Math & Engineering; Social Science; or Flexible Gen Ed.

⁷ Students pursuing a second concentration may apply three course units of concentration courses to Unrestricted Electives.

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Code	Title	Course Units
Foundational Methods Pillar (F)		
Required Course		
STAT 4230	Applied Machine Learning in Business	1
Complete one additional course unit from the Foundational Methods (F) Electives:		1
FNCE 2370	Data Science for Finance	
FNCE 2800	FinTech	
HCMG 3570	Healthcare Data and Analytics	
MKTG 2370	Applied Neuroscience for Business Decisions	
MKTG 2680	Contagious: How Things Catch On	
OIDD 2210	Optimization and Analytics	
OIDD 4690	Information Strategy and Economics	

OIDD 4770	Introduction to Python for Data Science	
STAT 4230	Applied Machine Learning in Business	
STAT 4240	Text Analytics	
STAT 4420	Introduction to Bayesian Data Analysis	
STAT 4710	Modern Data Mining	
STAT/OIDD 4810	Convex Optimization for Statistics and Data Science	
Impact and Ethics (I) Pillar		
Required Course		
LGST 2420	Big Data, Big Responsibilities: Toward Accountable Artificial Intelligence	0.5
Complete one and a half additional course units from the Impact and Ethics (I) Electives:		1.5
MGMT 2140	Market Dynamics and Technical Change	
MGMT 2360	Innovation, Change, and Entrepreneurship	
MKTG 2340	Idea Generation & the Systematic Approach for Creativity	
MGMT 2430	Work and Technology: Choices and Outcomes	
MKTG 2790	AI in Our Lives: The Behavioral Science of Autonomous Technology	
OIDD 2550	Artificial Intelligence, Business, and Society	
Other Wharton Requirements		33
Total Course Units		37