

MANAGEMENT: ENTREPRENEURSHIP AND INNOVATION TRACK, BS

The Management–Entrepreneurship and Innovation concentration combines theory with practice, providing you with the skills and analytic tools to test theories, models, and strategies learned in the classroom on real ventures. Whether you want to start your own business, join a startup, scale a growing venture, or pursue a career in innovation management, the concentration prepares you for a variety of exciting options. Entrepreneurial and innovative skills are actively sought by competitive and profitable growing businesses.

For more information: <https://mgmt.wharton.upenn.edu/programs/undergraduate/management-specializations/entrepreneurship-and-innovation/>

Management Concentration - Entrepreneurship and Innovation Track

Code	Title	Course Units
MGMT 230 or MGMT 235	Entrepreneurship ¹	1
Select three course units of the following:		3
MGMT 212	Social Entrepreneurship	
MGMT 214	Market Dynamics and Technical Change	
MGMT 231	Entrepreneurial Venture Initiation	
MGMT 233	Strategies and Practices of Family-Controlled Companies	
MGMT 237	Management of Technology	
MGMT 251	Consulting to Growth Companies	
MGMT 264	Venture Capital and Entrepreneurial Management	
MGMT 265		
MGMT 291	Negotiations	
FNCE 250	Venture Capital and the Finance of Innovation	
FNCE 251	The Finance of Buyouts and Acquisitions	
HCMG 391	Health Care Entrepreneurship	
LGST 213	Legal Aspect of Entrepreneurship	
MKTG 227	Digital Marketing and Electronic Commerce	
MKTG 234	Idea Generation & the Systematic Approach for Creativity	
MKTG 262	New Product Development	
OIDD 236	Scaling Operations in Technology Ventures: Linking Strategy and Execution	
OIDD 314	Enabling Technologies	
OIDD 415	Product Design	
REAL 396	Real Estate Entrepreneurship	
Other Wharton Requirements		33
Total Course Units		37

¹ MGMT 235 is open to M&T students only.

² Students may petition to substitute other courses toward the requirements of the major. Such requests will be expected to demonstrate that the student is pursuing a coherent plan of entrepreneurship and innovation studies at Wharton. Petitions should be sent in writing to the Entrepreneurship and Innovation academic advisor, Nellie Gaynor at nelliebk@wharton.upenn.edu. Other courses cannot exceed 1.0 cu equivalent of Wharton coursework. Only 1 cu of Independent Study Project or Advanced Student Project including Global Modular Courses or MKTG890, Global Consulting Practicum, can be counted toward the major and must have approval by the department.

Other Wharton Requirements

Code	Title	Course Units
First-Year Foundations		
ECON 010	Introduction to Economics for Business ¹	1
MATH 104	Calculus, Part I	1
	or MATH 110 Calculus for Wharton Students	
<i>Writing</i>		
	Critical Writing Seminar	1
Business		
<i>Business Breadth (non-concentration courses)</i>		3
<i>Leadership Journey</i>		
WH 101	Business and You	0.5
WH 201	Management Communication: Persuasive Speaking and Writing for Business	0.5
WH 301	Teamwork and Interpersonal Influence	0.5
	Capstone Course/Project	0.5
<i>Fundamentals</i>		
ACCT 101	Accounting and Financial Reporting	1
ACCT 102	Strategic Cost Analysis	1
BEPP 250	Managerial Economics	1
FNCE 100	Corporate Finance	1
FNCE 101	Monetary Economics and the Global Economy	1
LGST 100	Ethics and Social Responsibility	1
	or LGST 101 Law and Social Values	
MGMT 101	Introduction To Management	1
MKTG 101	Introduction to Marketing	1
OIDD 101	An Introduction to Operations, Information and Decisions	1
STAT 101	Introductory Business Statistics	1
STAT 102	Introductory Business Statistics	1
<i>Global Economy, Business & Society</i>		
One course unit required		1
<i>Technology, Innovation & Analytics</i>		
One course unit required		1
Liberal Arts & Sciences		
Second semester-level foreign language		
<i>General Education Distribution</i>		
Select 6 courses with at least 1 course unit in each of the following categories:		6
Humanities		

Natural Science, Math & Engineering	
Social Science	
<i>Cross-Cultural Perspectives</i>	
Select 3 courses ²	3
Unrestricted Electives	
Select five courses	5
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Total Course Units	33

¹ For students who take ECON 001 Introduction to Micro Economics and ECON 002 Introductory Economics: Macro in place of ECON 010 Introduction to Economics for Business of these courses can be slotted for ECON 010 on the worksheet. The second course may be used to fulfill a General Education Distribution or Unrestricted Elective requirement.

² Two can double-count as General Education Distribution courses.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2018 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.
