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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 230</td>
<td>Entrepreneurship</td>
<td>.5</td>
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<tr>
<td>MGMT 267</td>
<td>Entrepreneurship and Technological Innovation</td>
<td>.5</td>
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<tr>
<td>Any MGMT core course</td>
<td></td>
<td>1</td>
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</tbody>
</table>

Select two courses from the following: 2

- MGMT 212 Social Entrepreneurship
- MGMT 213 Environmental Management: Law and Policy
- MGMT 214 Market Dynamics and Technical Change
- MGMT 229 Intellectual Property Strategy for the Innovation-Driven Enterprise
- MGMT 231 Entrepreneurial Venture Initiation
- MGMT 233 Strategies and Practices of Family-Controlled Companies
- MGMT 237 Management of Technology
- MGMT 249 Mergers and Acquisitions
- MGMT 251 Consulting to Growth Companies
- MGMT 264 Venture Capital and Entrepreneurial Management
- MGMT 265 Culture of Technology: Culture & Institutions of the Tech Sector—Bridging Research and Practice
- 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 241 Entrepreneurial Marketing

Other Wharton Requirements

<table>
<thead>
<tr>
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<th>Title</th>
<th>Course Units</th>
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</thead>
<tbody>
<tr>
<td>MKTG 262</td>
<td>New Product Development</td>
<td></td>
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<tr>
<td>OIDD 236</td>
<td>Scaling Operations in Technology Ventures: Linking Strategy and Execution</td>
<td></td>
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<tr>
<td>OIDD 314</td>
<td>Enabling Technologies</td>
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<tr>
<td>OIDD 415</td>
<td>Product Design</td>
<td></td>
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<tr>
<td>REAL 396</td>
<td>Real Estate Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>Other Wharton Requirements</td>
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<td>33</td>
</tr>
<tr>
<td>Total Course Units</td>
<td></td>
<td>37</td>
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</tbody>
</table>

1. 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 submitted 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.
Technology, Innovation & Analytics
One course unit required 1

Liberal Arts & Sciences
Second semester-level foreign language

General Education Distribution
Select 6 courses with at least 1 course unit in each of the following categories: 6
- Humanities
- Natural Science, Math & Engineering
- Social Science

Cross-Cultural Perspectives
Select 3 courses 2 3

Unrestricted Electives
Select five courses 5

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 2019 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.