MANAGING E-COMMERCE, BS

The secondary concentration in electronic commerce is intended to complement primary concentrations by providing students with an additional capability to understand, analyze, and participate in electronic commerce and electronic business activities in new and established firms. To pursue the concentration in electronic commerce, students must have also declared a primary concentration.

For more information: https://undergrad-inside.wharton.upenn.edu/concentrations/ecom/

Managing E-Commerce Concentration
Secondary concentration only.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>OIDD 311</td>
<td>Business Computer Languages</td>
<td></td>
</tr>
<tr>
<td>OIDD 469</td>
<td>Information Strategy and Economics</td>
<td></td>
</tr>
<tr>
<td>MGMT 223</td>
<td>Business Strategy</td>
<td></td>
</tr>
<tr>
<td>or MGMT 264</td>
<td>Venture Capital and Entrepreneurial Management</td>
<td></td>
</tr>
<tr>
<td>FNCE 250</td>
<td>Venture Capital and the Finance of Innovation</td>
<td></td>
</tr>
<tr>
<td>LGST 222</td>
<td>Internet Law, Privacy, and Cybersecurity</td>
<td></td>
</tr>
<tr>
<td>MGMT 223</td>
<td>Business Strategy</td>
<td></td>
</tr>
<tr>
<td>MGMT 237</td>
<td>Management of Technology</td>
<td></td>
</tr>
<tr>
<td>MGMT 264</td>
<td>Venture Capital and Entrepreneurial Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 227</td>
<td>Digital Marketing and Electronic Commerce</td>
<td></td>
</tr>
<tr>
<td>OIDD 314</td>
<td>Enabling Technologies</td>
<td></td>
</tr>
</tbody>
</table>

Primary Concentration 4
Other Wharton Requirements 33
Total Course Units 37

1 One course unit from the secondary concentration will double count as a Business Breadth Requirement.
Three course units from the secondary concentration will double count as Unrestricted Electives.

Other Wharton Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 010</td>
<td>Introduction to Economics for Business</td>
<td>1</td>
</tr>
<tr>
<td>MATH 104</td>
<td>Calculus, Part I</td>
<td>1</td>
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<tr>
<td>or MATH 110</td>
<td>Calculus for Wharton Students</td>
<td>1</td>
</tr>
<tr>
<td>Critical Writing Seminar</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Business

Business Breadth (non-concentration courses) 3
Leadership Journey

WH 201 Business Communication for Impact 0.5
WH 301 0.5
Capstone Course/Project 0.5

Fundamentals

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 1
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

Global Economy, Business & Society

One course unit required 1
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:

- Humanities
- Natural Science, Math & Engineering
- Social Science

Cross-Cultural Perspectives

Select 3 courses 2

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 2020 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.