

Entrepreneurship and Innovation Major

(Requirements for class of 2022)

The Entrepreneurship and Innovation major provides MBA students with skills, analytical tools, perspectives, and experiences that prepare them for careers as autonomous entrepreneurs, family-business entrepreneurs, or entrepreneurs in corporate settings. Whether a student wants to start a business while in school, join an emerging business, or set the groundwork to launch a new firm later in his or her career, the program aims to provide preparation for all of these exciting options. Entrepreneurial skills and thinking are actively sought by more competitive and profitable growing businesses. The special strength of this program is that it combines theory with practice, providing students the opportunity to test the theories, models, and strategies learned in the classroom by creating real business plans, working on other field projects, and gaining access and insight from leaders in the entrepreneurial business community.

The Entrepreneurship and Innovation major and related co-curricular activities are supported in part by the Goergen Entrepreneurial Management Program at the Wharton School's Venture Lab.

REQUIREMENTS FOR THE MAJOR

The Entrepreneurship and Innovation major consists of 4.0 credit units beyond the required Wharton core. All credit units for the major must be taken for a letter grade.

1) Required fundamental course:

- **MGMT 801: Entrepreneurship (0.5 cu)***
*No waivers or substitutions. Students are advised (but not required) to take this foundation course before the elective courses listed below.

2) An additional 3.5 cu from the electives below:

- FNCE 750 Venture Capital and the Finance of Innovation
- FNCE 751 – Finance of Buyouts and Acquisitions
- HCMG 867 – Health Care Entrepreneurship (0.5 cu)
- LGST 813 – Legal Aspects of Entrepreneurship
- LGST 806/MGMT 691/OIDD 691 – Negotiations**
- LGST 692/MGMT 692/OIDD 692 – Advanced Negotiation**
- MGMT 712 – Managing Strategic Partnerships (0.5 cu)
- MGMT 721 – Corporate Development: Mergers & Acquisitions
- MGMT 729 – Intellectual Property Strategy for the Innovation-Driven Ent (0.5 cu)

- MGMT 731 – Technology Strategy
- MGMT 802 – Change, Innovation, and Entrepreneurship (0.5 cu)
- MGMT 804 – Venture Capital and Entrepreneurial Management (0.5 cu)
- MGMT 806 – Venture Implementation
- MGMT 809 – Private Equity in Emerging Markets (0.5 cu)
- MGMT 812 – Social Entrepreneurship
- MGMT 811 – Entrepreneurship through Acquisition (0.5 cu)
- MGMT 816 – Building Human Assets in Entrepreneurial Ventures (0.5 cu)
- MGMT 832 – Business Model Innovation Strategy
- MGMT 833 – Strategies and Practices of Family-Controlled Companies
- MKTG 721 – New Product Management (0.5 cu)
- MKTG 727 – Marketing and Electronic Commerce (0.5 cu)
- MKTG 734 – Creativity (0.5 cu)
- MKTG 741 – Entrepreneurial Marketing (0.5 cu)
- OIDD 515 – Product Design***
- OIDD 614 – Innovation (0.5 cu)****
- OIDD 636 – Scaling Operations (0.5 cu)
- OIDD 652 – Design and Development of Web-Based Products and Services***
- OIDD 654 – Product Management***
- OIDD 662 – Enabling Technologies
- OIDD 699 – AI, Business, and Society (0.5 cu)
- REAL 891 – Real Estate Entrepreneurship (0.5 cu)

**Students may not count both MGMT 691 and MGMT 692 for credit towards the major.

***Students may not count all of the following courses for credit towards the major: OIDD 515, OIDD 652, OIDD 654. To count more than one of these courses towards the major, students need pre-approval from the faculty advisor listed below.

****OIDD 614 cannot be double-counted toward both the OIDD flex-core and as an elective within the E&I major.

Students may petition to substitute up to 1 cu of other coursework toward the requirements of the major, such as Global Modular Courses, Global Virtual Courses, Independent Study Projects or Advanced Student Projects, or MKTG 890 (Global Consulting Practicum). Petitions are expected to demonstrate that the student is pursuing a coherent plan of entrepreneurship and innovation studies at Wharton, and should be directed to the faculty advisor:

Allison Elias – eliasal@wharton.upenn.edu