

## Wharton MBA for Executives: Business Analytics (BUAN) Concentration

In the 21st century, the digital economy has experienced phenomenal growth, largely powered by data and analytics. Data-driven enterprises have emerged as the most successful firms of this era. One of Wharton's core strength lies in its analytics expertise, with faculty across various departments leading in the development of innovative methodologies and applications that elevate the discipline.

The BUAN Concentration is designed for students to gain proficiency in this rapidly evolving and critical skill set. Successful completion of the concentration will be recognized on the student's official transcript, showcasing their focus in this area.

### Concentration Requirements:

In addition to the core OID and Statistics classes, students must complete at least 2.5 credit units (CU) in relevant electives. The actual CU requirement depends on the core classes selected. Given the pervasive nature of analytics in the curriculum, electives from a wide array of departments such as Finance, Marketing, Accounting, OID, and Statistics contribute to this concentration.

### Elective Courses:

Below is a list of elective courses that count towards the concentration. This list is not exhaustive and is updated as new and relevant courses are developed:

- ACCT 7470: Financial Disclosure Analytics
- FNCE 7050: Investment Management
- FNCE 7170: Financial Derivatives
- FNCE 7800: FinTech: Business, Finance, and Technology
- MGMT 7930: People Analytics
- MKTG 7120: Data and Analysis for Marketing Decisions
- MKTG 7540: Pricing Policy
- MKTG 7760: Applied Probability Models in Marketing
- MKTG 8520: Marketing Analytics
- MKTG 8950: Global Business Week
- OIDD 6360: Scaling Ventures: Aligning Operations with Strategy
- OIDD 6530: Mathematical Modeling and its Application in Finance

- OIDD 6620: Enabling Technologies
- OIDD 6670: A.I., Business & Society
- STAT 7010: Modern Data Mining
- STAT 7220: Predictive Analytics

#### Additional Options:

With the approval of BUAN faculty advisors, students can include up to 1 CU from a relevant Independent Study Project (ISP). All classes must be completed for a letter grade. A maximum of 1 CU can be double-counted with another concentration/major.