



Lloyd Greif Center for Entrepreneurial Studies

USC Marshall
School of Business

 **Lloyd Greif Center**
for Entrepreneurial Studies

QUICK GUIDE TO ENTREPRENEURSHIP ELECTIVES

Learn Fundamentals & Entrepreneurial Skills

- BAEP 551 Introduction to New Ventures
- BAEP 553 Cases in New Venture Management (Fall, Spring, and online in Summer)
- BAEP 558 The Entrepreneurial Advisor: Problem-Solving for Early Stage Companies (Fall)

Work on launching your own company or corporate venture

- BAEP 552 Feasibility Analysis (Fall & Spring)
- or
- BAEP 556 Technology Feasibility (Fall)
- BAEP 554 Venture Initiation (Spring; need either BAEP 552 or 556 as pre-req.)

Tech commercialization, Corporate entrepreneurship

- BAEP 557 Technology Commercialization (Spring)
- BAEP 563 Corporate Entrepreneurship (Spring)
- + Consider the Graduate Certificate in Technology Commercialization

Financial perspective to startups: investing, M&A

- BAEP 559 Investing in New Ventures (Fall & Spring)
- BAEP 565 Venture Lab (Fall & Spring)

Explore industries using an entrepreneurial lens (1.5-unit courses)

- BAEP 562 Entrepreneurship in eCommerce and Social Media (Fall)
- BAEP 575 Entrepreneurship in the Media and Entertainment Industry (Spring)
- BAEP 599 Video Game Entrepreneurship (Spring)

Social entrepreneurship

- BAEP 564 Investing in Impact Ventures (Spring)
- BAEP 567 Social Entrepreneurship: Design, Develop, and Deliver (Summer)
- + Connect with the Brittingham Social Enterprise Lab

WHY STUDY ENTREPRENEURSHIP?

Career opportunities

- SoCal = entrepreneurial economy: Exciting jobs in young companies
- Corporate jobs in project management, new product development, etc.
- Most business people have entrepreneurial career phases at some point

“Whole” view of a company

- Entrepreneurship allows you to see how all the functions of a business work together
- Integrated perspective is important in job interviews, e.g., for consulting

Acquire entrepreneurial skills

- Decision-making under uncertainty
- Flexible and creative management; improvisation; “can do” attitude
- Management in conditions of resource scarcity

Make a difference

- Entrepreneurship drives GDP growth, job creation, innovation
- Entrepreneurs address societal problems and change the world

“ENTREPRENEUR PROGRAM CONCENTRATION”

Take your venture concept (corporate or start-up) from idea to launch

INTRO CLASS

(varies by program)

Full-time MBAs:

BAEP 551 Introduction to
New Ventures (3 units, Spring)
or

BAEP 550 Entrepreneurship
and Venture Management
(1.5 units, Fall)

MBA.PM core course:

GSBA 550ab Entrepreneurship

FEASIBILITY

(choose one)

BAEP 552 Cases in
Feasibility Analysis
(Fall)

BAEP 556 Technology
Feasibility (Fall)

BAEP 566 Cases in
Feasibility Analysis for
Social Ventures (Fall)

LAUNCH A VENTURE

(your own concept or
team up)

BAEP 554
Venture Initiation*
(Spring)

* See elective list for
more information

CONTACTS AT THE GREIF CENTER

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RESOURCES TO LAUNCH

INCUBATOR & SUMMER ACCELERATOR

- Free co-working space, coaching, events
- Access to resources (capital, technology)
- No equity taken or fees charged by USC
- Future incubator as focus area for Dean

VENTURE COMPETITIONS

- Greif Center New Venture Seed Competition
[\$150+k]

OTHER PROGRAMS

- E-Council, Startup Fund, Startup Fellows



ALUMNI VENTURES





Graduate Elective Courses in Entrepreneurship

See [USC Schedule of Classes](#) for current instructor and class time information.

- BAEP 551 Introduction to New Ventures (3 units)** Study and development of analytical and conceptual skills in the management of new enterprises and new ventures within large organizations. *Duplicates credit in GSBA 550ab, MSEI, MSSE, and MBV students should not take this course.* (Fall & Spring)
- BAEP 552 Cases in Feasibility Analysis (3 units)** Provides insight into how entrepreneurs think and how they manage risk. In this course, students work on their own startup or corporate venture concepts, either individually or in teams. *Prerequisite:* BAEP 551, GSBA 550ab (Fall)
- BAEP 553 Cases in New Venture Management (3 units)** Live in-class cases and vignettes exposing the challenges of developing long-range strategies for entrepreneurial ventures and the issues involved in the long-term strategic positioning of emerging companies. (Fall, Spring, and online in Summer)
- BAEP 554 Venture Initiation (3 units)** Learn to launch and scale a new business through entrepreneurial action and execution. *Prerequisite:* BAEP 552 or BAEP 556 or BAEP 566. (Spring)
- BAEP 555 Founder's Dilemmas: Anticipate and Avoid Startup Pitfalls (3 units)** Delves into founders' early decisions about when and whether to found, co-founders, hires, and investors that tend to get them into trouble down the road. (Spring)
- BAEP 556 Technology Feasibility (3 units)** Provides real experience in starting a technology company using an agile startup approach. *Duplicates credit in BAEP 552 and BAEP 566. [Required course for the USC Marshall Graduate Certificate in Technology Commercialization.]* (Fall)
- BAEP 557 Technology Commercialization (3 units)** Gain a thorough understanding of the technology commercialization process, from invention to market entry. Covers both startup and corporate contexts and provides broad exposure to various technologies. *[Required course for the USC Marshall Graduate Certificate in Technology Commercialization.]* (Spring)
- BAEP 558: The Entrepreneurial Advisor: Problem Solving for Early-Stage Companies (3 units)** Experiential course designed to develop skills in framing and solving complex problems in young companies. Apply skills to real ventures participating in course projects. (Fall)
- BAEP 559 Investing in New Ventures (3 units)** For future venture capitalists, angel investors, or corporate VCs! Focus on selecting opportunities, structuring the relationship, adding value, and realizing the value of an investment. (Fall & Spring)
- BAEP 560 Acquiring Your Own Business or Opportunity (3 units)** The acquisition process, approaches to valuation, and the roles of the various parties in negotiating and consummating and acquisition of an existing business. (Spring)
- BAEP 561 Entrepreneurship in Innovative Industries: Life Sciences (1.5 units)** The challenges of new venture creation in the biotechnology, medical device, and healthcare areas; experience, evaluate, and analyze entrepreneurial opportunities in the life sciences. (Fall)
- BAEP 562 Entrepreneurship in eCommerce (1.5 units)** A 360-degree view into the building, funding, and running of an entrepreneurial eCommerce venture. (Spring)
- BAEP 563 Corporate Entrepreneurship (3 units)** How established organizations build successful new businesses through corporate venturing and intrapreneurship. Learn to apply an entrepreneurial mindset and entrepreneurial frameworks within an established organization. (Fall)
- BAEP 564 Investing in Impact Ventures (3 units)** Explore social impact investing, learn how social entrepreneurs attract for-profit investors and how conscious investors are utilizing investments to achieve social impact. (Spring)
- BAEP 565 Venture Lab (3 units)** Interact with startups and venture capitalists to develop skills and processes to source deals, perform diligence, evaluate investments, draft investment memoranda, and manage portfolio companies. (Fall & Spring) *Spring 2021 currently in the schedule as a BAEP-599 Venture Fund Lab.*

BAEP 566 Cases in Feasibility Analysis for Social Ventures (3 units) Study of analytical techniques used to evaluate business concepts with a specific focus on the development of a new social venture. *Duplicates credit in BAEP 552.* (Fall)

BAEP 567: Social Entrepreneurship: Design, Develop, and Deliver (3 units) Develop the analytical, conceptual, and practical skills required to design, develop, and deliver a new social business concept and opportunity. Prerequisite: BAEP 566. (Spring)

BAEP 571: Social Innovation Design (3 units) Use innovative problem-solving approaches to design radically affordable solutions to challenges faced by under-resourced communities. Engage in early-stage market and rapid prototyping. (Fall)

BAEP 575 Entrepreneurship in the Media & Entertainment Industry (1.5 units) Provides an industry perspective on the ever-evolving field of media and entertainment, with a focus on entrepreneurial opportunities within the industry. (Spring)

BAEP 585 Seminar: The Entrepreneurial Mindset (1.5 units) Explore the art and science of entrepreneurship under the guidance of a master entrepreneur. (Fall & Spring)

BAEP 591 Social Entrepreneurship (3 units) Lead and manage with entrepreneurial methodology for charities, non-government organizations, social oriented enterprises and not for profit organizations. (Fall & Spring)

BAEP 599 Special topics:

Marshall Venture Lab Fund (3 units) (Fall & Spring) In process to make a permanent class BAEP-565

Entrepreneurship in the Consumer Goods and Lifestyle Industry (1.5 units) (Fall)

Performance Mindset for Business (1.5 units) (Spring)

Video Game Entrepreneurship (3 units) (Fall)

Concentration in Entrepreneurship and Venture Management

No application required. A concentration is an unofficial designation that can be used on your resume (does not go on your transcript). Graduating concentration students will receive the Greif Center's special graduation sash.

Required Courses

BAEP 552 Cases in Feasibility Analysis (3 units)

BAEP 554 Venture Initiation (3 units)

Electives – Select a minimum of 3 additional units of BAEP courses

Graduate Certificate in Technology Commercialization

For details, visit <http://www.marshall.usc.edu/tccm>.

Applications are submitted online via <http://gradadm.usc.edu/apply/>.

Required Courses

BAEP 556 Technology Feasibility

BAEP 557 Technology Commercialization

Electives - Select Two

BAEP 553 Cases in New Venture Management

BAEP 554 Venture Initiation

BAEP 555 Founder's Dilemmas: Anticipate and Avoid Startup Pitfalls

BAEP 559 Investing in New Ventures

BAEP 561 Entrepreneurship in Innovative Industries: Life Sciences

BAEP 563 Corporate Entrepreneurship

ISE 515 Engineering Project Management

ISE 555 Invention and Technology Development

ISE 585 Strategic Management of Technology

MOR 561 Strategies in High-Tech Businesses

MOR 564 Strategic Innovation: Creating New Markets, Business Models and Growth

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