# Lloyd Greif Center for Entrepreneurial Studies

Hovig Tchalian





## QUICK GUIDE TO ENTREPRENEURSHIP ELECTIVES

Learn Fundamentals & Entrepreneurial Skills

Work on launching your own company or corporate venture

Tech commercialization, Corporate entrepreneurship

Financial perspective to startups: investing, M&A

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

Social entrepreneurship

**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)

BAEP 552 Feasibility Analysis (Fall &

or Spring)

BAEP 556 Technology Feasibility (Fall)

BAEP 557 Technology Commercialization (Spring)

BAEP 563 Corporate Entrepreneurship (Spring)

+ Consider the Graduate Certificate in Technology Commercialization

**BAEP 559** Investing in New Ventures (Fall & Spring)

BAEP 565 Venture Lab (Fall & Spring)

**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)

**BAEP 564** Investing in Impact Ventures (Spring)

BAEP 567 Social Entrepreneurship: Design, Develop, and Deliver (Summer)

+ Connect with the Brittingham Social Enterprise Lab





**BAEP 554** Venture Initiation (Spring;

need either BAEP 552 or 556 as pre-reg.)

# A SAMPLE OF OUR ELECTIVES (1 OF 2)

#### **Social Entrepreneurship**



**BAEP 567: Social Entrepreneurship: Design, Develop, and Deliver (3.0 units)** 

Develop the analytical, conceptual, and practical skills required to design, develop, and deliver a new social business concept and opportunity.

**Prerequisite:** BAEP 566

Restriction: Registration open to the following major(s): Social Entrepreneurship

Restriction: Registration open to the following class level(s): Master Student

📤 Note: Section 14435 is primarily for MSSE students. For D clearance email 🖂 socialentrepreneur@marshall.usc.edu.

Section Session Type Time Days Registered Location Syllabus Info Instructor o of 8o A 🗟 Monday Jill Kickul JFF LL125 14435D Lecture 6:30-9:20pm





# A SAMPLE OF OUR ELECTIVES (2 OF 2)

#### **Human-Centered Design**



BAEP 558: The Entrepreneurial Advisor: Problem Solving for Early-Stage Companies (1.5-3.0 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.

- Restriction: Registration open to the following major(s): Social Entrepreneurship, Accounting, Business Administration/East Asian Area Studies, Business Administration/Education, Business Administration/Industrial & Systems Engineering, Business Administration/Jewish Nonprofit Management, Business Administration/Pharmacy, Business Administration/Real Estate Development, Business Administration/Social Work, Business Administration/Planning, Business Research, Business Taxation, Entrepreneurship and Innovation, Gerontology/Business Administration, Business Administration, Juris Doctor/Business Administration, Law/Business Taxation, Medicine/Business Administration, Marketing
- Restriction: Registration open to the following class level(s): Doctoral Student, Master Student

Section	Session	Units	Туре	Time	Days	Registered	Instructor	Location	Syllabus	Info
14420D	033	3.0	Lecture	3:30-4:50pm	Mon, Wed	o of 50	Abby Fifer Mandell	<b>■ JKP 204</b>		OC <sub>E</sub>





## 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 lets you see how all functions of 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

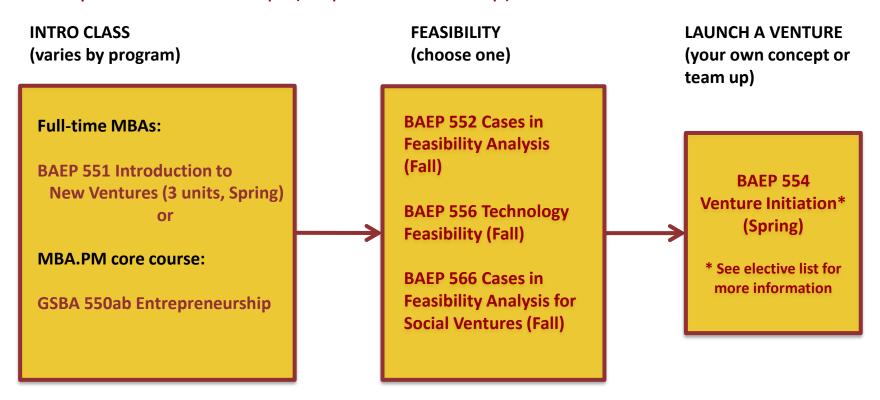
- Entrepreneurship drives GDP growth, job creation, innovation
- Entrepreneurs address societal problems and change the world





## "Entrepreneur Program Concentration"

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







## CONTACTS AT THE GREIF CENTER

#### **DEPARTMENT COORDINATOR**

Jackie Yu (jayu@marshall.usc.edu; 909 967 4626)

#### **TECH COMMERCIALIZATION CERTIFICATE**

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#### **ACADEMIC DIRECTOR, MSEI PROGRAM**

Steve Mednick(<u>steve.mednick@marshall.usc.edu</u>)

## ACADEMIC DIRECTOR, MSSE PROGRAM & DIRECTOR, BRITTINGHAM SPCIAL ENTERPRISE LAB

Adlai Wertman (awertman@marshall.usc.edu)

#### **GREIF CENTER DIRECTOR (DEPARTMENT CHAIR)**

Elissa Grossman (elissa.grossman@marshall.usc.edu)

#### **GREIF CENTER MANAGING DIRECTOR (CO-CURRICULAR PROGRAMS)**

Monica Dean (deanm@marshall.usc.edu)

#### **VENTURE PARTNER, MARSHALL/GREIF INCUBATOR**

Paul Orlando (porlando@usc.edu)







## 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 [\$150k+]

### OTHER PROGRAMS

E-Council, Startup Fund, Startup Fellows







## **ALUMNI VENTURES**































Wurstküche





dedicated media





















