



# Lloyd Greif Center for Entrepreneurial Studies

Hovig Tchalian

# 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

# A SAMPLE OF OUR ELECTIVES (1 OF 2)

## Social Entrepreneurship



**Jill Kickul**

Professor of Clinical Entrepreneurship and Research  
Director, Brittingham Social Enterprise Lab

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Building JFF Room / Office 513

### **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](mailto:socialentrepreneur@marshall.usc.edu).

Section	Session	Type	Time	Days	Registered	Instructor	Location	Syllabus	Info
14435D	033	Lecture	6:30-9:20pm	Monday	0 of 80	 Jill Kickul	JFF LL125		 

# 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	Type	Time	Days	Registered	Instructor	Location	Syllabus	Info
14420D	033	3.0	Lecture	3:30-4:50pm	Mon, Wed	0 of 50	Abby Fifer Mandell	JKP 204		

# 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

**INTRO CLASS**  
(varies by program)

**Full-time MBAs:**

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

**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

## DEPARTMENT COORDINATOR

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## TECH COMMERCIALIZATION CERTIFICATE

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## VENTURE PARTNER, MARSHALL/GREIF INCUBATOR

Paul Orlando ([porlando@usc.edu](mailto: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

