Why Study Entrepreneurship?

- Everyone needs entrepreneurial skills
  - Decision-making under uncertainty and with limited resources
  - Flexible and creative management; improvisation; “can do” attitude

- “Whole” view of a company
  - Entrepreneurship allows students to see how a business works
  - Integrated perspective is important in job interviews and for long-term success

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

- Making a Difference
  - Entrepreneurship drives GDP growth, job creation, innovation
  - Entrepreneurs increasingly addressing societal problems
  - Entrepreneurs change the world!
“ENTREPRENEUR PROGRAM” COURSE SEQUENCE
- GRADUATE -

**INTRO CLASS**
(choose one)

- BAEP 551 Introduction to New Ventures (3 units, Spring)
- or
- BAEP 550 Entrepreneurship and Venture Management (1.5 units, not offered every year)

**FEASIBILITY**
(choose one)

- BAEP 552 Cases in Feasibility Analysis (Fall, Summer)
- 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)
Other Entrepreneurship Courses - Graduate (No Prerequisites)

3-unit entrepreneurship courses:

- **BAEP 553** Cases in New Venture Management (Fall & Summer; Spring is special social entrepreneurship section for MSSE program)
- **BAEP 557** Technology Commercialization (Spring)
- **BAEP 558** The Entrepreneurial Advisor: Problem-Solving for Early-Stage Companies (Fall & Spring)
- **BAEP 559** Investing in New Ventures (Fall & Spring)
- **BAEP 560** Acquiring Your Own Business or Opportunity (Spring)
- **BAEP 563** Corporate Entrepreneurship (Fall)

Industry-specific 1.5-unit electives in Spring 2016:

- **BAEP 561** Entrepreneurship in Innovative Industries: Life Sciences
- **BAEP 599** Entrepreneurship in the Media and Entertainment Industry
- **BAEP 599** Entrepreneurship in eCommerce and Social Media
- **BAEP 599** Entrepreneurship in Alternative Asset Management

Social entrepreneurship courses (3 units):

- **BAEP 591** Social Entrepreneurship (Spring)
- **BAEP 564** Investing in Impact Ventures (Spring)
MS PROGRAMS IN ENTERPRENEURSHIP

• 1 year full-time or 1.5-2 years part-time
• Classes can be taken in evenings or weekends
• Work experience beneficial but not required for admission

Master of Science in Entrepreneurship and Innovation (MSEI) 26 units

Prepares students for exciting careers in corporate venturing and technology commercialization and for leadership roles in start-up companies. https://www.marshall.usc.edu/msei

Master of Science in Social Entrepreneurship (MSSE) 30 units

A business education geared to the unique aspects of social impact. Best practices in management and leadership to solve the world's most pressing social challenges. https://www.marshall.usc.edu/msse
CO-CURRICULAR PROGRAMS

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 New Venture Seed Competition [$50k]
• Silicon Beach Awards [$50k]
• Maseeh Prize Competition [with Viterbi, $50k]
• Stevens Student Innovator Showcase [$25k]

SUPPORT FOR STUDENT CLUBS

• eClub, SparkSC, Kairos, SEP, SoGal, etc.
EVENTS | CULTURE | FUN

ANNUAL EVENTS
• Alumni Entrepreneur of Year
• Entrepreneur of the Year
• New Venture Seed Competition
• Year-End Awards Banquet

SPECIAL EVENTS
• Silicon Beach@USC
• University Angel Summit
• The Leap Speaker Series

USC Marshall
School of Business

Lloyd Greif Center
for Entrepreneurial Studies