

### Minor in Social Entrepreneurship

This interdisciplinary minor includes 14 units of required courses, and 7 units from among a list of electives. Contact: Abby Fifer Mandell, Associate Director and Director of Education at the USC Marshall Society and Business Lab, [fifer@marshall.usc.edu](mailto:fifer@marshall.usc.edu)

**Complete BOTH of the following courses (required):**

**BAEP 491: Introduction to Social Entrepreneurship (4 units)**

Analysis of social enterprise models from micro-finance to job development. Analysis of basic issues regarding the difference between socially responsible companies, for-profit, and nonprofit-run enterprises.

**PPD 371: The Nonprofit Sector and the Public Interest (4 units)**

Theories of the voluntary nonprofit sector in society and its relationship to government and business; public policies toward the sector.

**Choose ONE of the following courses (required):**

**BAEP 451: The Management of New Enterprises (4 units)**

Development of analytical and conceptual skills in entrepreneurship and venture management.

**BUAD 499: Introduction to Business for Non Majors with Professor Gene Miller (4 units)**

**PPD 478: Social Innovation (4 units)**

Strategies and processes of social innovation and change; examination of social change in the market, government, and within the nonprofit sector; dynamics; civic action and activism.

**Choose ONE of the following courses (required):**

**BAEP 497: Field Project in Entrepreneurship (2 units)**

Individual or team projects solving real business problems for companies. Situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC. \*It is recommended that students complete BAEP 491 prior to enrolling in this course.

**BAEP 460: Seminar in Entrepreneurship (2 units)**

The intimate issues of entrepreneurship. Internalization of the key decisions that an individual needs for creating and building the entrepreneurial organization.

**BAEP 470: The Entrepreneurial Mindset - Taking the Leap (2 units)**

A deeper understanding of the entrepreneurial mind, how it approaches opportunities and challenges, giving leadership to an organization.

**Choose TWO of the following courses (elective):**

**BAEP 452: Cases in Entrepreneurship (4 units)**

Case analysis of problems encountered in the management of new enterprises.

\*The co-requisite requirement will be waived for students who take BUAD 499 with Gene Miller or BAEP 491 prior to registering for this course.

**BUCO 485: Business Communication Management for Nonprofits (4 units)**

Communication environment; communication activities for fundraising and visibility; research and evaluation methods; grant proposals; strategies for communicating social mission to media, government and for-profit partners.

**CE 469: Sustainability (3 units)**

Leadership in Energy and Environmental Design (LEED); Green Building strategies; Carbon Footprinting; calculating the embodied energy of building materials; cyclical processes in design and construction.

**SOC 360m: Social Inequality: Class, Status and Power (4 units)**

Inequalities in wealth, prestige, and power in the United States; the American class structure and the extent of upward mobility in that structure.

**COMM 402: Public Communication Campaigns (4 units)**

Theory and research in public health communication campaigns and their application to other challenges in the social sector. Course topics include cause marketing, digital tools, serious games, and persuasion.