Ready. Set. Launch.
A Fast Track to Start-Ups and Corporate Ventures.
Maximize your marketability

The new Master of Science in Entrepreneurship and Innovation (MSEI) at the USC Marshall School of Business — offered through the Lloyd Greif Center for Entrepreneurial Studies — prepares students for exciting careers in corporate venturing and technology commercialization and for leadership roles in start-up companies.

Put your technical or other non-business degree to work with an accelerated and highly experiential program that equips you to launch new business ventures in a rapidly changing global economy.

The MSEI is a short-term investment with a long-term payoff. Completed over one year full-time or two years part-time, the program offers critical business knowledge and skills and is customized to meet your individual interests and needs.

Learn more at:
marshall.usc.edu/msei

Flexible, Versatile. Powerful.

All courses counting toward the MSEI degree are taught on the University of Southern California’s stunning University Park Campus in Los Angeles by Marshall faculty — award-winning instructors, scholars and practitioners. Most classes are offered at night to accommodate the needs of working professionals. Our curriculum includes:

Required Courses:
- The Entrepreneurial Journey
- Consumer Behavior
- Leading Innovation and Change
- Cases in Feasibility Analysis or Technology Feasibility
- Corporate Entrepreneurship
- Venture Initiation

Elective Courses:
- Cases in New Venture Management
- Technology Commercialization
- Investing in New Ventures
- Social Entrepreneurship
- Designing Spreadsheet Based Models
- Sales Management: The Art and Science of Sales
- New Product Development
- Alliances and Corporate Strategy
- Interpersonal Influence and Power

Pioneering innovation. Tangible results.

The Lloyd Greif Center for Entrepreneurial Studies is the nation’s oldest integrated entrepreneurship program and is consistently ranked among the top programs in the United States. Our curriculum spans undergraduate, graduate and executive levels, with a core Entrepreneurship Program focused on venture initiation, complemented by specialized programs and courses in technology commercialization, digital ventures, social entrepreneurship, corporate entrepreneurship and venture capital.

Our unique ecosystem introduces students to seasoned entrepreneurs, corporate investors, and venture capitalists in the classroom and through programs including:
- Summer accelerator program to launch university ventures.
- Five venture competitions each year.
- Technology Scout Workshop: All-day educational and networking event focused on corporate innovation scouting and management. Past speakers include scouts from Adobe, HP, IBM, NASA, and other innovative organizations.
- Silicon Beach @USC: Conference and venture competition in digital media and technology. Speakers include DreamWorks, Netflix, Disney, and other top media companies.

Join the Trojan Family

One of the nation’s premier schools of business, USC Marshall is internationally recognized for its emphasis on entrepreneurship and innovation, social responsibility and path-breaking research. Located in the heart of Los Angeles, one of the world’s leading business centers and the U.S. gateway to the Pacific Rim, Marshall offers its 5,700-plus undergraduate and graduate students a global worldview. With an alumni network spanning 90 countries, USC Marshall students join a worldwide community of thought leaders who are redefining the way business works.

Marshall ranked 10th in the world in research rankings

Alumni network of more than 70,000 Marshall graduates

Entrepreneurship Rankings

- #2 top undergrad program U.S. News & World Report 2014
- #9 top grad program U.S. News & World Report 2014
- 40+ unique courses offered each year
- $200K+ prize money in venture competitions