Undergraduate Courses in Entrepreneurship

(See USC Schedule of Classes for current instructor and class time information)

BUAD 201x: Introduction to Business for Non-Majors (4 units) Introduction to the principles and practices of businesses, sequence of exercises developing the basic skills, and influence of the economy on business and individual decisions.

BUAD 301*: Technical Entrepreneurship (3 units) Starting and managing a technological business: developing a viable concept, market and financial planning, product development, organizing the venture, protecting intellectual property rights.

BAEP 310*: Launching Disruptive Ventures (4 units) Fundamentals of entrepreneurship tracing new venture evolution, including recognition of disruptive opportunities, entrepreneurial financial analysis, and understanding the innovator's and investor's mindsets. Prerequisite: ACAD 181 or BUAD 201x.

BAEP 423*: Management of Small Businesses (4 units) Addresses strategic, organizational and human issues facing the small business.

BAEP 450*: Fundamentals of Entrepreneurship (4 units) Emphasis on starting and managing a business: developing a viable concept; organizing the enterprise, including market analysis and financial planning; controlling the organization.

BAEP 451*: The Management of New Enterprises (4 units) Introduction to basic concepts and skills required to understand the nature of entrepreneurship, recognize opportunity and identify the resources to start a new business.

BAEP 452: Feasibility Analysis (4 units) This is a project course that guides students through the development of a new business concept and the preparation of a feasibility study to analyze the potential for market acceptance of the concept and appropriate business models. Prerequisite: BAEP 423 or BAEP 450 or BAEP 451 or BUAD 301

BAEP 453: Venture Management (4 units) Focus on a feasible concept to issues related to starting and growing a new venture. Prerequisite: BAEP 451.

BAEP 454: Venture Initiation (4 units) Learn to build a startup from concept to reality. Focus on real-world entrepreneurial action and execution. Prerequisite: BAEP 452.

BAEP 455: Founder's Dilemmas (4 units) Prepares potential founders, hires, and investors for the decisions they will face both before and during their involvement with new ventures.

BAEP 460: Seminar in Entrepreneurship (2 units) Perspectives into the art and science of entrepreneurship under the guidance of a master instructor. Topics to be selected each semester.

Current Topics Offered: E-Commerce Ventures, Entertainment Entrepreneurship, Entrepreneurship for the Solution of Technological Challenges.

Building the Entrepreneurial Organization *Application required. Submit online form.

BAEP 465: Digital Playbook for Entrepreneurs: Creating a Tech Startup (2 units) Learn to use digital tools and technologies, such as social media, mobile, cloud computing, and e-commerce, to start and grow entrepreneurial ventures.

BAEP 470: The Entrepreneurial Mindset – Taking the Leap (2 units) A deeper insight into the entrepreneurial mind, how it approaches opportunities and challenges, and gives leadership to an organization.

BAEP 471: Social Innovation Design Lab (4 units) Introduction to design thinking as applied to innovation and entrepreneurship. Hands-on projects to create solutions to specific societal problems faced by underprivileged communities.

BAEP 475: Entertainment Entrepreneurship (2 units) Explore the current entrepreneurial trends and opportunities in the entertainment industry and uncover the key success factors for entrepreneurs in this industry.

BAEP 480: Entrepreneurial Family Business (4 units) Dynamics of family and privately held businesses. Explores generational and extended family issues, opportunities and obstacles faced in today's environment.

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.

BAEP 495: Practicum in business Issues [Internship] (1 unit) combined classroom discussion and field application of business theories and practices; part-time internship employment. Project to be jointly define by student, employer and professor.

BAEP 496: The Digital Startup Launchpad (2 units) Real-life challenge of imagining, prototyping, testing and iterating, building, pricing, marketing, distributing and selling a digital product or service. Prerequisite: BAEP 451 and BAEP 452 and ITP 466 and ITP 476; Corequisite: ITP 496.

BAEP 499: Fixed Special Topics (2-4 units) Current development in the field of entrepreneurship. Topics to be selected each semester. Current Topics Offered in Spring 2015: Social Innovation Lab (4 units)

*Duplicates credit BAEP 423, BAEP 450, BAEP 451, BUAD 301