Lloyd Greif Center for Entrepreneurial Studies

Presentation to Marshall Undergraduate Students
AGENDA

• Overview of the Greif Center
• BAEP courses
  - “Entrepreneur Program” course sequence
  - Other courses
• Minors
• Co-curricular programs
• Q&A
**Greif Center at a Glance**

- **Enrollment** in entrepreneurship classes in academic year:
  - 2010-11: 2,218
  - 2011-12: 2,304
  - 2012-13: 2,454
  - 2013-14: 2,660
  - 2014-15: 3,110

- **1st integrated entrepreneurship program in the country**

- **6 interdisciplinary minors**
  - Entrepreneurship
  - Social Entrepreneurship
  - The Digital Entrepreneur
  - Media Economics and Entrepreneurship
  - Game Entrepreneurism
  - Technology Commercialization

- **5 venture competitions per year**
  - $250,000 + in prize money
  - 150 mentors and judges in venture competitions

- **#3 ranked entrepreneurship program by U.S. News & World Report in 2015**

- **2 specialized Masters Degree Programs**
  - Social Entrepreneurship
  - Entrepreneurship & Innovation

- **USC Marshall Alumni Companies**
  - MySpace
  - Kinko's
  - Box
  - Salesforce.com
  - Quiksilver
  - Tinder

- **68 entrepreneurship classes offered in 2014-15**

- **6 taught by 27 different professors**

- **6 Number of student clubs**

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**USC Marshall School of Business**

**Lloyd Greif Center for Entrepreneurial Studies**
MISSION

The Lloyd Greif Center for Entrepreneurial Studies

- Empowers students with entrepreneurial skills and an entrepreneurial mindset;
- Creates new knowledge and pedagogy in entrepreneurship; and
- Cultivates an entrepreneurial ecosystem—at USC and in Southern California—to incubate, launch, and grow new ventures.

- Curriculum
- Scholarships
- Mentoring, internships

- Competitions
- Incubator/accelerator
- Events and awards
- Online presence
WHY DO WE ENCOURAGE STUDENTS TO 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 allows students to see how all the functions of a business work together
  - Integrated perspective is important in job interviews, e.g., for consulting

- **Everyone needs entrepreneurial skills**
  - Decision-making under uncertainty
  - Flexible and creative management; improvisation; “can do” attitude
  - Management in conditions of resource scarcity

- **Making a Difference**
  - Entrepreneurship drives GDP growth, job creation, innovation
  - Entrepreneurs increasingly addressing societal problems
  - Entrepreneurs change the world!
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“Entrepreneur Program” Course Sequence

- Required for “Certificate” and graduation sash for Marshall majors
- Required for Entrepreneurship minor

Choose One Intro Class

General Options
- BAEP 451 The Management of New Ventures
- BAEP 450 Fundamentals of Entrepreneurship

Students with Their Own Venture Concept

- BAEP 452 Feasibility Analysis
- BAEP 454 Venture Initiation: Launching and Scaling Your Startup

Students Without Own Venture Concept

- BAEP 453 Venture Management
OTHER COURSES (NO PREREQUISITES)

**BAEP 460 Seminar in Entrepreneurship (2 units)**
Various topics by expert entrepreneurs
small classes, seminar format, Fall + Spring

**BAEP 470 Entrepreneurial Mindset: The Leap (2 units)**
Big-name speakers
250+ students, Spring only

**BAEP 465 Digital Playbook for Entrepreneurs (2 units)**
Fall + Spring

**BAEP 480 Entrepreneurial Family Business (4 units)**
Fall + Spring

**BAEP 491 Social Entrepreneurship (4 units)**
Mission-driven, self-sustaining enterprises
Spring only

**BAEP 471 Social Innovation Lab (4 units)**
Deep-dive design thinking
20 students, by application

**BAEP+ITP 496 Digital Startup Launchpad (2+2 units)**
Capstone for Minor in Innovation: The Digital Entrepreneur (joint minor with Viterbi)
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MINORS FOR NON-MARSHALL MAJORS

Minor in Entrepreneurship
(17 units)

Combines theoretical concepts and hands-on experiences to prepare students for the application of entrepreneurial skills in their chosen field of work. Relevant for students from most majors.

Minor in Social Entrepreneurship
(21 units)

Provides an understanding of social entrepreneurship and its relationship to government and public policy as well as an understanding of management skills specific to starting and maintaining a social enterprise.
MINORS THAT MARSHALL MAJORS CAN TAKE* 

Minor in Innovation: The Digital Entrepreneur  
(with Viterbi, 26 units)  
Designed for students who are interested in starting their own digital ventures, working for start-up companies, or pursuing jobs that involve launching new digital businesses.

Minor in Technology Commercialization  
(with Viterbi, 23 units for Marshall students, 16 for others)  
Designed for students from a range of backgrounds (e.g., majors in engineering, life sciences, business) interested in starting their own technology-based ventures, working for technology-based start-up companies, or pursuing corporate careers that may involve the commercialization of new technologies.

Minor in Media Economics and Entrepreneurship  
(with Annenberg, 24 units)  
Introduces students to the trends of the contemporary media and information industries. Fosters an entrepreneurial mindset in students and helps them to develop the entrepreneurial skills required to build successful careers and ventures in the media and information sector.

Minor in Game Entrepreneurism  
(with Cinema, 23 units)  
Provides a basis in theories of design and production for games, as well as a strong grounding in the business knowledge necessary to become an entrepreneur.

* i.e., include 16 units from outside of Marshall
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PROVIDE 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 New Venture Seed Competition [$75k]
• 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.
SCHOLARSHIPS

• Hunt Family Scholarship [$12,500]
• The Marcia Israel Foundation Scholarship [$5,000]
• Tommy and Bethany Knapp Scholarship [$5,000]

Call and selection criteria go out in the spring for March application deadline.
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
Cindy Crawford
Building an Enduring Brand

MARK CUBAN
Tech, Sharks & Mavericks

Jessica Alba

Tom Barrack and Laird Hamilton
INVESTING, BIG WAVES, AND RISK

Jessica Alba
April 15, 2015
6:00–7:45 pm
Bovard Auditorium

MODERATOR BY Professor David Belasco
REGISTRATION REQUIRED AT:
usc.edu/esvp Code: alba2015
USC students and invited guests only

#1 NEW YORK TIMES BESTSELLER
Tony Robbins
Win Forever—Always Compete
From USC to the Super Bowl

PETE CARROLL
Wednesday, February 26, 2014
6:00 – 8:00 pm, Bovard Auditorium

MODERATOR BY Professor David Belasco
Co-Director and Adjunct Professor Lloyd Greif Center for Entrepreneurial Studies

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FROM BRIDGE BASEMENT . . .

. . . to Fertitta 5th floor
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