



Lloyd Greif Center for Entrepreneurial Studies

Rankings



Ranking for 2018
#8: Entrepreneurship Programs



Ranking for 2019
#6 Entrepreneurship Program

QUICK GUIDE TO ENTREPRENEURSHIP ELECTIVES

Learn Fundamentals & Entrepreneurial Skills

- BAEP 551 Introduction to New Ventures (Spring), *duplicates credit in MBA.PM & MSEI cores*
- BAEP 553 Cases in New Venture Management (Fall, Spring, and online in Summer)
- BAEP 555 Founder's Dilemmas: Anticipate and Avoid Startup Pitfalls (Spring)

Work on launching your own company or corporate venture

- BAEP 552 Feasibility Analysis (Fall)
- or
- BAEP 556 Technology Feasibility (Fall) → BAEP 554 Venture Initiation (Spring; *need either BAEP 552 or 556 as pre-req.*)

Tech commercialization, Corporate entrepreneurship

- BAEP 557 Technology Commercialization (Spring)
- BAEP 563 Corporate Entrepreneurship (Spring)
- + Consider the Graduate Certificate in Technology Commercialization

Financial perspective to startups: investing, M&A

- BAEP 559 Investing in New Ventures (Fall & Spring)
- BAEP 560 Acquiring Your Own Business or Opportunity (Spring)

Explore industries using an entrepreneurial lens (1.5-unit courses)

- BAEP 561 Entrepreneurship in Innovative Industries: Life Sciences (Spring)
- BAEP 562 Entrepreneurship in eCommerce and Social Media (Spring)
- BAEP 575 Entrepreneurship in the Media and Entertainment Industry (Spring)
- BAEP 585 Seminar: The Entrepreneurial Mindset (Fall & Spring)
- BAEP 599 Special Topics: Video Game Entrepreneurship (Fall & Spring, 3 units)

Social entrepreneurship

- BAEP 591 Social Entrepreneurship (Spring)
- BAEP 564 Investing in Impact Ventures (Spring)
- BAEP 567 Social Entrepreneurship: Design, Develop, and Deliver (Spring)
- + Connect with the Brittingham Social Enterprise Lab

WHY 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 you to see how all the functions of a business work together
- Integrated perspective is important in job interviews, e.g., for consulting

Acquire entrepreneurial skills

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

Make a difference

- Entrepreneurship drives GDP growth, job creation, innovation
- Entrepreneurs address societal problems and change the world

“ENTREPRENEUR PROGRAM CONCENTRATION”

Take your venture concept (corporate or start-up) from idea to launch

INTRO CLASS

(varies by program)

Full-time MBAs:

BAEP 551 Introduction to
New Ventures (3 units, Spring)
or

BAEP 550 Entrepreneurship
and Venture Management
(1.5 units, Fall)

MBA.PM core course:

GSBA 550ab Entrepreneurship

FEASIBILITY

(choose one)

BAEP 552 Cases in
Feasibility Analysis
(Fall)

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)

* See elective list for
more information

RESOURCES FOR STUDENTS

USC Marshall Venture Fund

- Invests and received equity in ventures led by USC students
- Check size range: \$25,000-\$50,000 (10-12/year)
- Applications open and accepted on rolling basis

Blackstone Launchpad USC

- Early stage ideas
- Provides tools, coaching, and mentors to transform ideas to ventures

USC Marshall Greif Incubator

- Accelerates the development ventures (current students & alumni)
- Provide physical work space
- Connect to resources, mentors, and investors

Certified Business Enterprise Supplier Training (CBEST)

- Training for Certified Business Enterprises to acquire contracts
- Course includes 20-sessions (online & in person)

RESOURCES FOR STUDENTS

New Venture Seed Competition (NVSC): Spring Semester

- 1st Place: \$30,000 + Automatic Entry to USC Marshall Incubator
- 2nd Place: \$15,000
- 3rd & 4th Place: \$10,000
- 5th 6th Place: \$5,000
- Open to all students, staff, faculty, & alumni within 5 years of graduation

USC ATHENA Female Founder's Pitch Competition: Fall Semester

- Open to all teams with at least 1 female founder
- 1st place: \$10,000 | 2nd place: \$5,000 | 3rd place: \$2,500
- Winners announced at the ATHENA Summit
- Open to all students, staff, faculty, & alumni within 5 years of graduation

USC ATHENA Women's Entrepreneurship Summit

- Save the date! Thursday, November 7th
- All day summit with thought leaders, industry leaders, VC's, founders & executives

CONTACTS AT THE GREIF CENTER

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