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)
- **BAEP 552** Feasibility Analysis (Fall)
- **BAEP 556** Technology Feasibility (Fall)

**Work on launching your own company or corporate venture**

- **BAEP 557** Technology Commercialization (Spring)
- **BAEP 563** Corporate Entrepreneurship (Spring)

*Consider the Graduate Certificate in Technology Commercialization*

**Tech commercialization, Corporate entrepreneurship**

**Financial perspective to startups: investing, M&A**

- **BAEP 559** Investing in New Ventures (Fall & Spring)
- **BAEP 560** Acquiring Your Own Business or Opportunity (Spring)
- **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)
- **BAEP 591** Social Entrepreneurship (Spring)

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

- **BAEP 564** Investing in Impact Ventures (Spring)
- **BAEP 567** Social Entrepreneurship: Design, Develop, and Deliver (Spring)

*Connect with the Brittingham Social Enterprise Lab*

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**USC Marshall School of Business**

**Lloyd Greif Center for Entrepreneurial Studies**
**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

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School of Business

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for Entrepreneurial Studies
"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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