Lloyd Greif Center for Entrepreneurial Studies









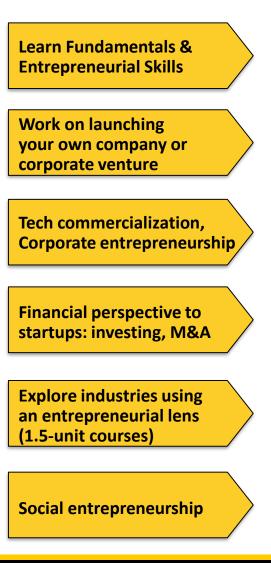


Ranking for 2018 #8: Entrepreneurship Programs Ranking for 2019 #6 Entrepreneurship Program





QUICK GUIDE TO ENTREPRENEURSHIP ELECTIVES



- 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) or BAEP 556 Technology Feasibility (Fall)

BAEP 554 Venture Initiation (Spring; need either BAEP 552 or 556 as pre-req.)

- BAEP 557 Technology Commercialization (Spring)
 BAEP 563 Corporate Entrepreneurship (Spring)
 + Consider the Graduate Certificate in Technology Commercialization
- **BAEP 559** Investing in New Ventures (Fall & Spring) Acquiring Your Own Business or Opportunity (Spring) **BAEP 560 BAEP 561** Entrepreneurship in Innovative Industries: Life Sciences (Spring) **BAEP 562** Entrepreneurship in eCommerce and Social Media (Spring) Entrepreneurship in the Media and Entertainment Industry (Spring) **BAEP 575 BAEP 585** Seminar: The Entrepreneurial Mindset (Fall & Spring) **BAEP 599** Special Topics: Video Game Entrepreneurship (Fall & Spring, 3 units) **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?

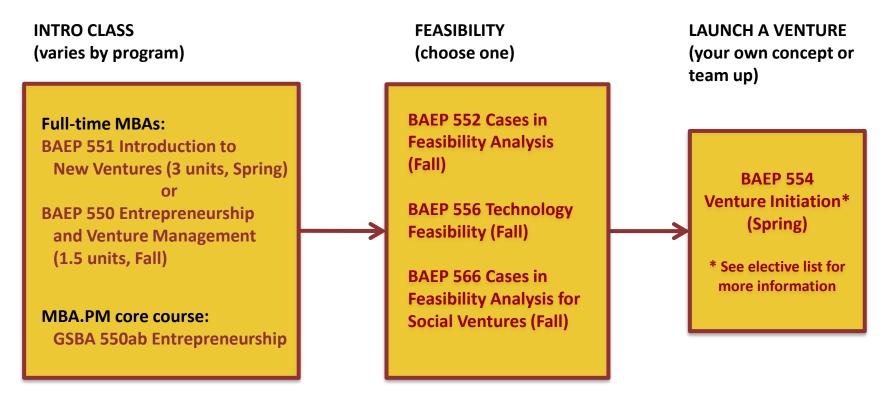
Career opportunities	 SoCal = entrepreneurial economy: Exciting jobs in young companies Corporate jobs in project management, new product development, etc. Most business people have entrepreneurial career phases at some point
"Whole" view of a company	 Entrepreneurship allows you to see how all the functions 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







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 & excutives





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