

Quick Guide: Entrepreneurship F23 Electives

Learn Fundamentals & Entrepreneurial Skills

- BAEP 551 Introduction to New Ventures
- BAEP 553 Cases in New Venture Management
- BAEP 555 Founder's Dilemmas: Anticipate and Avoid Startup Pitfalls (offered for first time this year in fall)
- BAEP 558 The Entrepreneurial Advisor: Problem-Solving for Early-Stage Companies

Work on launching your own or corp venture

- BAEP 552 Feasibility Analysis
- or
- BAEP 556 Technology Feasibility
- BAEP 554 Venture Initiation (*Spring*; need either BAEP 552 or 556 as pre-req.)
- BAEP 557 Tech Commercialization (*Spring*; + consider Tech Commercialization Certif.)

Financial perspective to startups: investing, M&A

- BAEP 559 Investing in New Ventures
- BAEP 565 Venture Lab

Explore industries using an entrepreneurial lens

- BAEP 561 Entrepreneurship in Innovative Industries: Life Sciences
- BAEP 575 Entrepreneurship in the Media and Entertainment Industry
- BAEP 585 The Entrepreneurial Mindset

Special Topics Classes

- BAEP 599 Family Business: Honoring the Past and Looking to the Future (*new offering*)
- BAEP 599 Practical Entrepreneurial Leadership (1.5 units; 1st half)
- BAEP 599 Performance Mindset for Business (1.5 units; 2nd half)

Social entrepreneurship

- BAEP 566 Cases in Feasibility Analysis for Social Ventures (limited slots available to non-MSSE students)
- BAEP 571 Social Innovation Design
- + 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 lets you see how all functions of 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

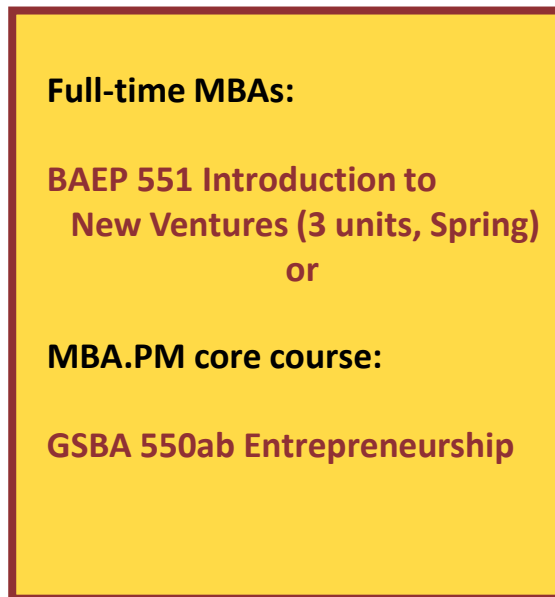
Make a difference

- 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)



FEASIBILITY
(choose one)



LAUNCH A VENTURE
(your own concept or team up)



Resources to Launch

INCUBATOR & SUMMER COHORT

- Free co-working space, coaching, events (Blackstone Launchpad, Bridge Hall; 10am-4pm)
- Access to resources (capital, technology)
- No equity taken or fees charged by USC
- 2-3 cohorts per year, supported >200, helped raise \$160M+ in private funds, admission to YC

VENTURE COMPETITIONS

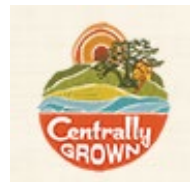
- Greif Center New Venture Seed Competition [\$150k+]

OTHER PROGRAMS

- E-Council Grants Fund, Catalyst Micro Fund, Summer Start program



Alumni Ventures



USC
Marshall
School of Business
Lloyd Greif Center for
Entrepreneurial Studies

Contacts at the Greif Center

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