

# Quick Guide: Entrepreneurship F24 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 The High-Growth Start-up: The Promise and Perils of Success (*new offering*)
- BAEP 577 The Entrepreneurial CEO: The Real World of Leading Startups (1.5 units)
- BAEP 572 Performance Mindset for Business (1.5 units)

## 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

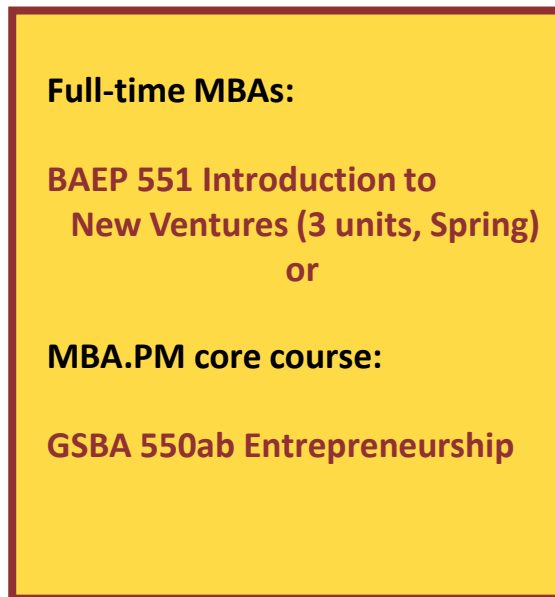
## Make a difference

- 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



# Contacts at the Greif Center

**GRADUATE ELECTIVES ADVISOR & TECH COMM CERTIFICATE**  
Hovig Tchalian ([tchalian@marshall.usc.edu](mailto:tchalian@marshall.usc.edu))

**ACADEMIC DIRECTOR, MSEI PROGRAM**  
Steve Mednick ([steve.mednick@marshall.usc.edu](mailto:steve.mednick@marshall.usc.edu))

**INTERIM DIRECTOR, MSSE PROGRAM &  
BRITTINGHAM SOCIAL ENTERPRISE LAB**  
Jill Kickul ([kickul@marshall.usc.edu](mailto:kickul@marshall.usc.edu))

**DEPARTMENT COORDINATOR**  
Jackie Yu ([jayu@marshall.usc.edu](mailto:jayu@marshall.usc.edu))

