

Graduate Elective Courses

Fall 2026

Note: Schedules and availability are subject to change. Verify all details in the [USC Schedule of Classes](#) before registering.

BAEP 552 Venture Feasibility • 3.0 units

Assess the viability of and develop potential new business opportunities through the application of analytic frameworks and field research.

SCHEDULE	INSTRUCTOR
Tue, 6:30–9:30 pm	Hovig Tchalian
Wed, 6:30–9:30 pm	Jennifer Walske

BAEP 553 Cases in New Venture Management • 3.0 units

Cases and readings expose students to the challenges of developing long-range strategies for entrepreneurial ventures, including new industry development and strategic alliances.

SCHEDULE	INSTRUCTOR
Mon & Wed, 2:00–3:20 pm	Steven Mednick

BAEP 555 Founder's Dilemmas: Anticipate and Avoid Startup Pitfalls • 3.0 units

Delves into founders' early decisions about when and whether to found, co-founders, hires, and investors that tend to get them into trouble down the road.

SCHEDULE	INSTRUCTOR
Tue & Thu, 5:00–6:20 pm	Audra Quinn

BAEP 556 Technology Feasibility • 3.0 units

Assess the viability of and develop potential technology business opportunities through the application of analytic frameworks and field research.

SCHEDULE	INSTRUCTOR
Tue & Thu, 5:00–6:20 pm	Hovig Tchalian

BAEP 558 The Entrepreneurial Advisor: Problem Solving for Early-Stage Companies

Experiential course designed to develop skills in framing and solving complex problems in young companies. Apply skills to real ventures participating in course projects.

SCHEDULE

Mon & Wed, 5:00–6:20 pm

INSTRUCTOR

Jeremy Dann

BAEP 559 Investing in New Ventures • 3.0 units

Focus on the entrepreneurial skill set applied to new venture opportunities. Taught from the business plan reader's perspective; covers selecting opportunities, structuring relationships, and realizing investment value.

SCHEDULE

Mon, 6:30–9:30 pm

INSTRUCTOR

Carmen Palafox

BAEP 560 Entrepreneurship Through Acquisition • 3.0 units

Issues faced by the entrepreneur who wishes to acquire an enterprise: understanding funding sources, valuation methods, due diligence, and negotiating and consummating transactions.

SCHEDULE

Mon, 6:30–9:30 pm

INSTRUCTOR

Dustin Sellers, Chris Lueck & Elissa Grossman

BAEP 565 Venture Lab • 3.0 units

Interact with startups and venture capitalists to develop skills in sourcing deals, performing diligence, evaluating investments, drafting investment memoranda, and managing portfolio companies.

SCHEDULE

Thu, 6:30–9:30 pm

INSTRUCTOR

Jack Crawford & Jai Choi

BAEP 571 Social Innovation Design • 3.0 units

Use innovative problem-solving approaches to design radically affordable solutions to challenges faced by under-resourced communities. Engage in early-stage market research and rapid prototyping.

SCHEDULE

Tue, 6:30–9:20 pm

INSTRUCTOR

Jessica Jackley

BAEP 572 Performance Mindset for Business • 1.5 units

Develop a performance mindset to better integrate challenges and define personal growth in startups and innovative organizations.

SCHEDULE

Wed, 12:30–1:50 pm

INSTRUCTOR

Glenn Fox

BAEP 575 Entrepreneurship in the Media and Entertainment Industry • 1.5 units

Introduction to the ever-evolving field of media and entertainment with a focus on entrepreneurial opportunities within the industry.

SCHEDULE

Thu, 6:30–9:30 pm

INSTRUCTOR

Sherry Gunther Shugerman

BAEP 577 The Entrepreneurial CEO: The Real World of Leading Startups • 3.0 units

Practical tools for entrepreneurial leaders to manage themselves, hire and manage people in growing start-ups, and make decisions in fast-changing environments. Taught by Geraldine Martin-Coppola, former General Manager of Fabletics, President of Goop, and more.

SCHEDULE

Mon & Wed, 3:30–4:50 pm

INSTRUCTOR

Geraldine Coppola Martin

BAEP 585 Seminar: The Entrepreneurial Mindset • 1.5 units

Explore the art and science of entrepreneurship under the guidance of a master entrepreneur. Taught by Paul Orfalea, founder & CEO of Kinko's (acquired by FedEx).

SCHEDULE

Tue, 3:30–6:20 pm

INSTRUCTOR

Paul Orfalea

Tue, 3:30–6:20 pm

Paul Orfalea

BAEP 599 Special Topics: The Perils and Pitfalls of High Growth Startups • 3.0 units

Current developments in the field of entrepreneurship. This section focuses on a strategic view of challenges facing high-growth startups. May be repeated if topic is different.

SCHEDULE

Mon, 6:30–9:30 pm

INSTRUCTOR

Jared Grusd