



USC Marshall
School of Business
*Lloyd Greif Center for
Entrepreneurial Studies*

BAEP 453 – Venture Management
Tues & Thurs – 2pm – 3:50pm (**meets at JFF**)

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Course Description

Take your entrepreneurship to the next level!

In this course you will discover the many issues, challenges and opportunities that come-up in early to mid stage ventures with a focus on implementation of organizational systems structures and systems as new firms expand. You will delve deeper into what it takes to start and lead a venture to sustainability and explore possible exit options. Students will work in teams to actually launch a product or service – this course is not a “**spectator**” course...

You will work with a team to develop a real-world startup... This is a competitive class and all students should be prepared to participate in business activities that involve real world, life and business situations. All participants must understand a significant time commitment outside of class required by the structure of the class

Be prepared to get out into the real world and **Get Dirty**.

Learning Objectives

In this course, you will develop your conceptual and practical knowledge of launching and **managing a startup enterprise**.

Specifically, you will:

1. **Develop** an understanding of the differences between an initial idea and testing a valid concept.
2. **Explore** the “go-to-market” process.
3. **Improve** your business models and how they evolve to meet the realities of the marketplace.
4. **Master** Customer Development critical value to your venture.
5. **Expand** your awareness of bootstrapping a start up and getting market and customer feedback.

In addition, this course also provides an opportunity for you to develop your **personal capabilities**. Specifically, you will improve your analytical, communication, and sales skills. To achieve these objectives, a combination of methods will be used in the course, including lectures, problem-solving exercises, case studies, projects, and Living Cases...

GUEST SPEAKERS... You will have the opportunity to meet and learn from real world pros!

About The Instructor

I am a lifelong entrepreneur who loves teaching. The company I co-founded in my college dorm, U.S. Marketing & Promotions (sold to Omnicom), is currently the leading promotional marketing agency in the country. I am also a movie producer and board member at **Radar Pictures**, known for hit films such as “The Last Samurai,” “Spring Breakers,” and “Riddick.” I am passionate about helping you succeed.