

PLEASE NOTE: THIS SYLLABI IS NOT CURRENT FOR SPRING 2014 BUT A COPY FROM A PREVIOUS SEMSETER.



Introduction to New Ventures

BAEP 551

Lloyd Greif Center for Entrepreneurial Studies
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Section: I4402R Mondays 6:30 – 9:30 p.m. HOH 2

Office hours: Wednesdays 2-5 pm, otherwise please email for an appointment.

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Introduction to the course

Course description and approach

This course an introduction to entrepreneurial thinking and processes, exposing you to the challenges of creating, evaluating, and managing new ventures. It can stand alone or serve as the foundation for further studies in the Entrepreneurship program.

Learning objectives

You will learn the general framework and specific skills to understand and apply the following:

- Problem-solving approaches of successful entrepreneurs
- Processes to evaluate new entrepreneurial opportunities
- Corporate and social entrepreneurship
- Entrepreneurship through acquisition
- Feasibility analysis, business model evaluation, sources of capital, and other issues in launching an enterprise

You will also develop:

- Critical thinking skills: Analyzing data, solving problems, and making decisions
- Creative capabilities in idea generation
- Communication skills in written and oral presentations
- Collaborative skills in teamwork and individual skills in task management

We will use lecture, class exercises, case studies, individual and group projects, and guest lectures. This course provides students with tools to recognize and develop opportunities. It is not a “spectator” sport. You will benefit the most from this class if you complete all the required readings and participate in class discussions.

To achieve these objectives through a stimulating and active learning experience, the course will be centered on discussion rather than on lectures. We will use a variety of methods including problem-solving class exercises, case studies, individual and group activities, and guest lectures. Evaluation will focus on the use and application of content rather than the simple acquisition of content, emphasizing your ability to understand the “so what?” of new information.

Course prerequisites

None.

Structure

This class is highly structured but will change if the faculty discerns that students or conditions indicate the need to change. Student desires and backgrounds are considered. Special projects are encouraged, upon approval. Your expectations are important!

University and Marshall Policies

Confidentiality policy

Throughout the Entrepreneur Program's classes and events, students will be exposed to proprietary information from other students, guest lecturers, and faculty. It is the policy of the Entrepreneur Program that all such information is to be treated as confidential. By enrolling in and taking part in the Entrepreneur Program's classes and activities, students agree not to disclose this information to any third parties without specific written permission from students, guest lecturers, or faculty, as applicable. Students further agree not to utilize any such proprietary information for their own personal commercial advantage or for the commercial advantage of any third party.

In addition, students agree that any legal or consulting advice provided without direct fee and in an academic setting will not be relied upon without the enlisted opinion of an outside attorney or consultant without affiliation to the Program.

Any breach of this policy may subject a student to academic integrity proceedings as described in the University of Southern California University Governance Policies and procedures as outlined in **SCAMPUS**, and to any remedies that may be available at law.

The Greif Entrepreneurship Program, the Marshall School of Business, and the University of Southern California disclaim any responsibility for the protection of intellectual property of students, guest lecturers or faculty who are involved in Program classes or events. Receipt of this policy and registration in our classes is evidence that you understand this policy and will abide by it.

MBA Elective Courses Spring 2014

BAEP 551 (14402): Introduction to New Ventures (3 units)

Introduction to New Ventures is an engaging, experiential course focusing on the process of starting a new venture, either independently or within a large corporation. Whether you already have an idea and are eager to start your own business, or simply want to learn more about what an entrepreneurial career would be like, this course exposes you to the challenges of entrepreneurship. The course covers issues related to opportunity identification, start-up, and growth. Activities include entrepreneur guest speakers, case studies, and real-world experiential exercises and assignments. The course can stand-alone or you can build on it with further studies in our Entrepreneur Program. For full-time MBA students, this course is a pre/co-requisite for the Feasibility Analysis course (BAEP552).

Monday/Wednesday, 3:30 – 4:50 p.m., Andrea Belz

BAEP 552(14404): Cases in Feasibility Analysis (3 units)

This course provides students with an insight as to how entrepreneurs think. Entrepreneurs are not risk takers - they are risk managers. Feasibility is the process by which they assess and manage risk. Feasibility is a combination of first taking an idea and turning it into a concept. That concept is then tested to assess the *market risks*, the *distribution risks*, the *perceived value of the benefits* and finally the *financial risks*. Inherent in any new venture analysis are the *people resources* required and their availability.

This is not a “spectator” course. You will be actively researching, testing and crafting a comprehensive feasibility plan based upon an initial business concept of your choosing. Consequently, you are required to undertake a significant amount of work outside of class. By taking this course, you are agreeing to complete all of the assignments in a timely fashion without excuse. By taking this course, you are setting your entrepreneurial journey in motion. Pre requisite: BAEP-551 or GSBA-586

Tuesday, 6:30–9:30 p.m., Kathleen Allen

BAEP 553 (14407): Cases in New Venture Management (3 units)

Live in-class cases and vignettes expose students to the challenges of developing long-range strategies for entrepreneurial ventures. In-class case analysis emphasizes developing new industries, growth through strategic alliances, and issues involved in the long-term strategic positioning of emerging companies. Students write both pre and post class papers on weekly topics.

Tuesday, 6:30 – 9:30 p.m., TBD

Summer online course will be available on Monday

BAEP 554 (14408): Venture Initiation (3 units) [Course name change effective Spring 2014]

This course is the capstone of the Entrepreneurship Program, taking a validated business concept and launching each element to create an operational business. This course, taught in a "Master" model in partnership with world-class entrepreneurs, is strongly experiential, using your business concept as the primary case study. It builds on the fundamentals of feasibility analysis to bring a business concept to reality. Prerequisite: 1 from (BAEP-552 or BAEP-556).

Wednesday, 6:30– 9:30 p.m., Andrea Belz

BAEP 557 (14410): Technology Commercialization (3 units)

This course is designed to give students a thorough understanding of the technology commercialization process, from invention to market entry. By participating in interactive, problem-solving experiences using living case speakers from all stages of the commercialization process as well as relevant traditional case studies, students will learn about the invention, development, acquisition, management, and exploitation of intellectual property in all areas of technology from the Internet to biotech. Whether students plan to start their own businesses or take their commercialization skills into the corporate environment, this course puts students into the mind of the decision maker at each stage of the commercialization process giving them experience in identifying and analyzing critical issues and the ability to develop a roadmap for a new technology. The **major deliverable** is an expository paper that brings together all the learning from the semester into a general guide for the commercialization of a technology that the student can use for years to come.

Wednesday, 6:30-9:30 p.m., Kathleen Allen

[BAEP 557 is a required course for the USC Marshall Certificate in Technology Commercialization.]

BAEP 559 (14412): Investing in New Ventures (3 units)

Focus on the entrepreneurial skill set applied to new venture opportunities. Taught from the business plan reader's point of view; focus on selecting opportunities, structuring the relationship, adding value and realizing the value of that investment.

Monday, 6:30–9:30 p.m., Bob Holmen

BAEP 560(14414): Acquiring Your Own Business or Opportunity (3 units)

Issues faced by the entrepreneur who wishes to acquire an enterprise; appropriateness of an enterprise, understanding funding sources and valuation methods, developing a plan for due diligence, negotiating and consummating the transaction. The acquisition process, approaches to valuation, and the roles of the various parties in negotiating and consummating and acquisition of an existing business.

Monday, 6:30–9:30 p.m., John Hussey

BAEP 591(14418): Social Entrepreneurship (3 units)

Lead and manage with entrepreneurial methodology for charities, non-government organizations, socially-oriented enterprises and not-for-profit organizations.

Monday, 6:30 – 9:30 p.m., Adlai Wertman