

Syllabus – Spring 2014

Wednesday 6:30-9:30 p.m.

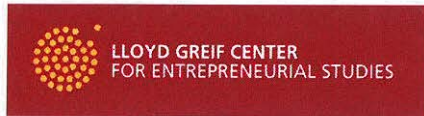
Professor: Andrea Belz

Office: Bridge Hall One

Office Phone: 213-740-0649

Office Hours: Wednesday 11am-noon & by appointment

E-mail: abelz@marshall.usc.edu



Course Description and approach

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.

The Master Teachers Are:

Scott Sangster, CEO, Health in Reach. HealthInReach.com, one of the fastest-growing internet startups in Los Angeles, lists more than 1.6 million available appointments and descriptions for more than 90,000 specific procedures. Scott is also former President of the Tech Coast Angels and an extremely active angel investor. His background includes strategic planning and corporate development at The Walt Disney Company.

Dale Fox, CEO, Tribogenics. Tribogenics, a national leader among university start-ups, develops novel X-ray sources based on cutting-edge DARPA technologies developed at UCLA. In 2012 Tribogenics closed a \$6 M round led by Founders Fund. Dale has a long history of leading innovation, beginning with launching the original cell phone protectors and building Kitchen Concepts to commercialize the first mobile accessories.

Learning Objectives:

This course prepares you to launch a new venture as a stand-alone enterprise or in a large organization. You will learn the general framework and specific skills to do the following:

- Use the problem-solving approaches and processes of successful entrepreneurs
- Identify and develop sources of sustainable competitive advantage
- Evaluate and develop value propositions, pricing models, and business models
- Develop operational and organizational plans

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
- Individual skills in task management and learning skills in a collaborative environment

This course provides students with tools to recognize and develop opportunities. It is not a “spectator” sport. 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, selected case studies, individual and group activities, and guest lectures. Your evaluation will focus on the use and application of content rather than simple content acquisition, emphasizing your ability to understand and articulate the “so what?” of new information.

Course Prerequisites

Either BAEP 552 or BAEP 556. If you have not completed either of these courses, you must speak to the professor before the second class session to determine if you are prepared for the class. Students who have not taken the prerequisites must become familiar with the methods and approaches to feasibility analysis, as the course begins with students bringing a feasible business concept for maturation.

USC Marshall

School of Business
*Lloyd Greif Center for
Entrepreneurial Studies*

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