SOCIAL ENTREPRENEURSHIP MINOR REQUIREMENTS (21-22 UNITS)

The minor in social entrepreneurship provides students from all undergraduate majors with a foundation in the context and practice of social entrepreneurship, nationally, and internationally. The minor provides an understanding of social entrepreneurship and its relationship to government and public policy as well as an understanding of management skills specific to starting and maintaining a social enterprise. The curriculum includes options allowing the student to tailor coursework to his or her individual academic interests and professional aspirations.

The requirements are as follows:

1) Have a declared major and completed a minimum of 48 units of college-level courses with a minimum overall GPA of 2.75.
2) Submit an application to the Marshall School of Business Office of Undergraduate Advising, Bridge Hall (BRI) 104. For further information you may contact the Office of Undergraduate Advising directly at (213) 740-0690 or undergrad.advising@marshall.usc.edu.
3) Successful completion of the following courses with a minimum GPA of 2.0.

   BAEP 451  The Management of New Enterprises (4 units, FaSp)
   Development of analytical and conceptual skills in entrepreneurship and venture management.

   BAEP 491  Introduction to Social Entrepreneurship (4 units, Sp)
   Analysis of social enterprise models from micro-finance to job development. Analysis of basic issues regarding the difference between socially responsible companies, for-profit, and nonprofit-run enterprises.

   PPD 371  The Nonprofit Sector and the Public Interest (4 units, Fa)
   Theories of the voluntary nonprofit sector in society and its relationship to government and business; public policies toward the sector.

   BAEP 497  Field Project in Entrepreneurship (2 units, FaSpSm)
   Individual or team projects solving real business problems for companies. Situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC. *It is recommended that students complete BAEP 491 prior to enrolling in this course.*

   OR

   BAEP 460  Seminar in Entrepreneurship (2 units, FaSp)
   The intimate issues of entrepreneurship. Internalization of the key decisions that an individual needs for creating and building the entrepreneurial organization.

   OR

   BAEP 470  The Entrepreneurial Mindset – Taking the Leap (2 units, FaSp)
   A deeper understanding of the entrepreneurial mind, how it approaches opportunities and challenges, giving leadership to an organization.

Choose from the following to achieve a minimum of 7 units:

   BAEP 452*  Cases in Entrepreneurship (4 units, FaSp)
   Case analysis of problems encountered in the management of new enterprises. *The co-requisite requirement will be waived for students who take BUAD 499 with Gene Miller or BAEP 491 prior to registering for this course.*

   BUOC 485  Business Communication Management for Nonprofits (4 units, Sp)
   Communication environment; communication activities for fundraising and visibility; research and evaluation methods; grant proposals; strategies for communicating social mission to media, government and for-profit partners.

   CE 469  Sustainability (3 units, FaSp)
   Leadership in Energy and Environmental Design (LEED); Green building strategies; carbon footprinting; calculating the embodied energy of building materials; cyclical processes in design and construction.

   COMM 402  Public Communication Campaigns (4 units, Fa)
   Theory and research in public health communication campaigns; design, implementation, and evaluation; extensive discussion of historical case studies and reasons for success or failure.

Requirements continued on back
IR 305  Managing New Global Challenges (4 units, Sp)
Examines strategies for managing global issues in the post Cold War period. Explores ways that international institutions, national governments and non-state actors work separately and together to provide order and control over complex international issues areas. Issues that will receive attention could include financial and monetary relations, trade and foreign investment, preservation of the environment, the spread of weapons of mass destruction, population and migration, terrorism and ethnic strife.

IR 308  Globalization: Issues and Controversies (4 units, Sp)
People, money, things, information, and ideas flow across national borders. How can we understand globalization, its consequences, and how to manage it? Multimedia training is provided.

PSYC 456**  Conservation Psychology (4 units, FaSp)
Survey of current topics, technologies and techniques. Students acquire a basic understanding of how forensic psychologists contribute their unique expertise to the American legal system. Prerequisite: PSYC 100.

SOCI 360m  Social Inequality: Class, Status, and Power (4 unit, FaSp)
Inequalities in wealth, prestige, and power in the United States; the American class structure and the extent of upward mobility in that structure.

PPD 478  Social Innovations (4 unit, Fa)
Strategies and processes of social innovation and change; examination of social change in the market, government, and within the nonprofit sector; dynamics; civic action and activism.

*Prerequisites for BAEP 452 are BAEP 450 or BUAD 451 or BAEP 301
**Prerequisites for PSYC 456 is PSYC 100