

# Innovation: The Digital Entrepreneur

**Introduction** Enhance your marketing, invention, and business skills by learning the development processes and project management methodologies used by startups and tech companies.

 <p><b>Careers</b></p> <ul style="list-style-type: none"> <li>Project Manager</li> <li>Consultant</li> <li>Marketer</li> <li>Business Analyst</li> </ul>	 <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>Development processes</li> <li>Customer development</li> <li>Digital marketing</li> <li>Business models</li> <li>High-tech product ideation and management</li> </ul>
---	---

**Good to know** Venture capital funding globally reached \$40 billion in 2017.

**Related programs** Applied Analytics, Enterprise Information Systems, Web Technologies and Applications

**Selecting courses** Students with majors in the Marshall School of Business will need to complete 6 elective units chosen from courses with the ITP department prefix. An asterisk (\*) next to a course name means that the course has a prerequisite.

## Minor Requirements

**MINIMUM UNITS: 21**

**MINIMUM SEMESTERS: 3**

Complete the following (19 units)

Course	Title	Units	✓
BUAD-301	Technology Entrepreneurship	3	
BAEP-452	Feasibility Analysis*	4	
ITP-466	Building the High Tech Startup	4	
ITP-476	Technologies for Interactive Marketing	4	
ITP-496 + BAEP-496	The Digital Startup Launchpad*	2 + 2	

Choose from the following electives (2 units)

BAEP-460	Seminar in Entrepreneurship	2	
BAEP-465	Digital Playbook for Entrepreneurs: Creating a Tech Startup	2	
BAEP-470	The Entrepreneurial Mindset — Taking the Leap	2	
BUAD-304	Organizational Behavior and Leadership	4	
BUAD-307	Marketing Fundamentals	4	
DSO-431	Foundations and Digital Business Innovation	4	
ITP-310	Design for User Experience	3	
ITP-320	Enterprise Information Systems	4	
ITP-411	Multimedia and Video Production	3	
ITP-470	Information Technology Practicum	1-4	
ITP-479	Cyber Law and Privacy	3	

## Specialization Requirements

**MINIMUM UNITS: 11**

**MINIMUM SEMESTERS: 2**

Complete the following (8 units)

Course	Title	Units	✓
ITP-466	Building the High Tech Startup	4	
ITP-476	Technologies for Interactive Marketing	4	

Choose from the electives for the minor or the following (3 units)

BAEP-310	Launching Disruptive Ventures*	4	
BAEP-423	Management of Small Businesses	4	
BAEP-450	Fundamentals of Entrepreneurship	4	
BAEP-451	The Management of New Enterprises	4	
BAEP-453	Venture Management*	4	
BAEP-471	Social Innovation Design Lab	4	
BAEP-480	Entrepreneurial Family Business	4	
BAEP-491	Introduction to Social Entrepreneurship	4	
BAEP-499	Special Topics	2-4	
BUAD-301	Technology Entrepreneurship	3	
ITP-480	Information Technology Internship	1-4	

**How to declare** In order to officially declare one of our minors or specializations, please schedule an appointment to meet with a member of our advisement team. During your appointment, you'll discuss the program requirements, create a course plan, and have the chance to ask any questions you may have. There is not an application, but you must be in good academic standing.

**Curriculum and course offerings** Based on the availability of faculty, students and classroom space, we are able to offer a wide selection of courses every fall and spring semester. However, we are not always able to offer every course. If you are registering for your final semester and the course you need to graduate isn't offered, please contact our advisement team. Additionally, if there are any future changes to the curriculum on this document, students will be provided the option to follow: (a) the degree requirements in the catalogue current in their first term of enrollment after admission or readmission at USC or (b) degree requirements in a subsequent catalogue as long as they were enrolled in a term in which it was in effect.

## ABOUT ITP

We offer a challenging, state-of-the-art education for those interested in learning about the dynamic and growing field of information technology (IT) — which includes computers, mobile apps, data analytics, smart devices, cyber security, and more.

Our classes offer students practical, hands-on experience with the latest tools, programming languages, and applications.

## CONTACT INFORMATION

-  (213) 740-4542
-  OHE 412
-  <https://itp.usc.edu/>
-  [itpadvising@usc.edu](mailto:itpadvising@usc.edu)

## Minor policies

- You must be an undergraduate student at USC in order to declare a minor.
- You must have a declared major in order to declare a minor.
- Each minor at USC requires that at least 16 units be unique to the minor and not count toward any other requirement, including GE, major, or another minor.
- All courses completed for a minor must be completed for a letter grade.
- A minimum cumulative 2.0 GPA must be achieved in the courses applied toward the minor requirements.
- Your minor will appear on your STARS report and your official transcript.
- Students who successfully complete a minor will receive a certificate upon graduation.

## Specialization policies

- Specializations are available to undergraduate students, graduate students, and guests enrolled on a limited status basis.
- Undergraduate students must have a declared major in order to declare a specialization.
- All courses completed for a specialization must be completed for a letter grade.
- A minimum cumulative 2.0 GPA must be achieved in the courses applied toward the specialization requirements.
- Specializations do not appear on STARS reports or official transcripts.
- Students who successfully complete a specialization will receive a certificate upon completion.

# USC Viterbi

*Information Technology Program*



3D Computer Graphics and Modeling



Applied Analytics



Applied Computer Security



Computer and Digital Forensics



Connected Devices and Making



Computer Programming



Innovation: The Digital Entrepreneur



Enterprise Information Systems



Mobile App Development



Video Game Design and Management



Video Game Programming



Web Technologies and Applications