Innovation: The Digital Entrepreneur

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

**Skills**
- High-tech product ideation and management
- Development processes
- Customer development
- Digital marketing
- Business models

**Policies**
- All minors at USC need 16 units that only meet minor requirements and do not meet any other major, minor, or GE requirement.
- All courses completed for your minor or specialization must be completed for a letter grade.
- You must earn a 2.0 minimum cumulative GPA in the courses completed for your minor or specialization.

**Units required for minor:** 21  
**Units required for specialization:** 11  
**Minor code:** DE  
**Department:** ITP

**Careers**
- Project manager
- Consultant
- Marketer
- Business analyst

**Minor requirements**

**Core requirements (19 units):**
- BUAD-301 “Technology Entrepreneurship” (3 units)
- BAEP-452 “Feasibility Analysis” (4 units)  
  [prerequisite: BUAD-301]
- ITP-466 “Building the High Tech Startup” (4 units)
- ITP-476 “Technologies for Interactive Marketing” (4 units)
- ITP/BAEP-496 “The Startup Launchpad Lab” (4 units)  
  [prerequisites: BAEP-452, ITP-466, and ITP-476]

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

**Specialization requirements**

**Core requirements (8 units):**
- ITP-466 “Building the High Tech Startup” (4 units)
- ITP-476 “Technologies for Interactive Marketing” (4 units)

**Elective (3 units):**
Choose from the options for the minor or the following:

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Updated: 03/05/19
Make sure you consult with your major advisor about how best to incorporate the requirements for your minor with your major and general education requirements. You must complete a pre-advisement course plan before scheduling an appointment with a minor advisor.