

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.

units required for minor:	units required for specialization:	minor code:	department:
21	11	DE	ITP

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.

Careers

- » Project manager
- » Consultant
- » Marketer
- » Business analyst

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: **BAEP-310, BAEP-423, BAEP-450, BAEP-451, BAEP-453, BAEP-471, BAEP-480, BAEP-491, BAEP-499, BUAD-301, or ITP-480.**

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)

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 itp.usc.edu

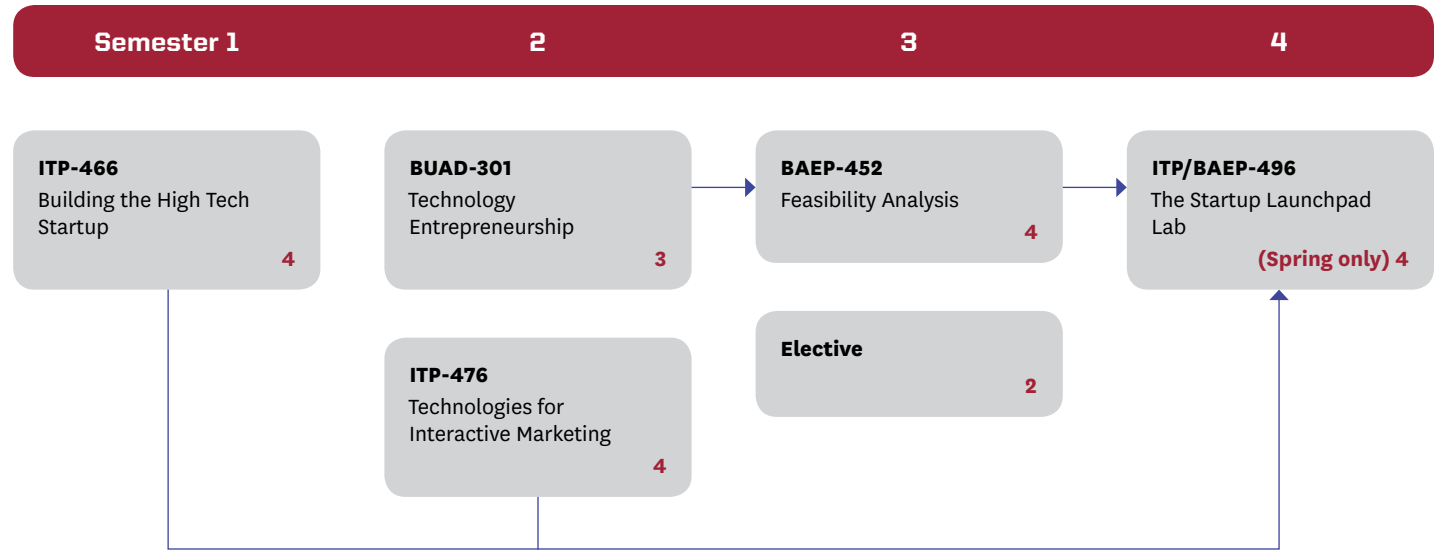
 [Schedule appointment](#)


Updated: 03/05/19

INNOVATION: THE DIGITAL ENTREPRENEUR SEQUENCING & COURSE PLAN

LEGEND

-  Prerequisite
-  Prerequisite depends on course selection
- 1-4** Units or special notes



 **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.**

PRE-ADVISEMENT COURSE PLAN

SEMESTER	YEAR	COURSE	UNITS