

**DON'T FOLLOW A PATH.**

**MAKE  
ONE.**

**USC Marshall**



# UNLEASH YOUR SKY-HIGH POTENTIAL

At Marshall, you get four full years of business courses, and plentiful opportunities to take courses in USC's other top-ranked schools. As a member of our unparalleled network, tap into vast resources and opportunities—from internships to mentorships—starting on day one. From immersive on-campus classes and stellar facilities to life-changing experiences in Los Angeles and around the world, we can promise your time at Marshall will be anything but boring.

Marshall is located in the heart of L.A., a city that has launched many legendary careers. With industries both historic and emerging—from finance and manufacturing to entertainment and tech—business lives and breathes in this city on a global scale. Beyond taking full advantage of everything Los Angeles has to offer, Marshall students gain a world of opportunity through our numerous international study-abroad programs and internships. You'll find no better setting for unleashing your sky-high potential than Marshall.



WELCOME TO  
MARSHALL



WELCOME TO  
LOS ANGELES



WELCOME TO  
THE WORLD

# EXPLORE YOUR OPTIONS

## THE CHOICE IS YOURS

Follow your dreams. Explore new possibilities. Build your dynamic future. We take a cue from how some of today's most successful companies foster team growth. We let you take the reins to pursue your passions—empowering you to shape your academic and extracurricular program to suit your individual needs, interests and ambitions.

Select from an array of liberal arts courses in addition to your Marshall upper-division classes. An interdisciplinary powerhouse, USC offers 16,000 degree combinations, with nearly 200 majors and more than 200 minors—adding up to endless possibilities for you to customize your degree.



# TOP 10

Best Colleges for Business  
Best Colleges for Real Estate  
Best Colleges for Accounting



## ENTREPRENEURIAL EDGE

You'll enjoy ample opportunities to learn how to put an idea into action, and even get it funded, right here at Marshall.

- The Greif Center for Entrepreneurial Studies' annual New Venture Seed Competition awards \$100,000+ to help propel startup ideas.
- AIM—our 10-week summer startup incubator—includes one-on-one training.
- Silicon Beach @ USC awards more than \$50,000 to tech and entertainment ventures.

**USC MARSHALL WAS THE FIRST BUSINESS SCHOOL TO OFFER AN INTEGRATED ENTREPRENEURSHIP PROGRAM TO UNDERGRADUATE STUDENTS.**

## MORE AT MARSHALL

Tailor your degree to your career goals, with dual majors in Business Administration, Computer Science or Cinematic Arts. At USC Marshall, you can choose from nearly 200 majors and more than 200 minors to combine with your degree.

**10%**  
of students pursue  
a double major

**23%**  
Pursue one or  
more minors

## MENTORSHIP OPPORTUNITIES

Top faculty members teach undergraduates not just MBA and doctoral students. They also bring dynamic business leaders to the classroom, who offer mentorship and internships.

**THE CAREER ADVANTAGE PROGRAM (CAP) UNLOCKS MENTORSHIP OPPORTUNITIES WITH OUR STAR FACULTY.**

# CHART YOUR COURSE

Look no further than Marshall for unique, life-changing and career-shaping opportunities as part of our four-year business program. With three majors and a variety of joint programs and degrees available from other top-ranked USC schools, Marshall gives you the flexibility to navigate your own unique path. Learn alongside budding creators, engineers, journalists and scientists on their way to the top of their professions—just as you will be. Whatever your career or personal interests, you'll find boundless opportunities to explore and discover.



## BUSINESS ADMINISTRATION

Combine in-depth knowledge of business theory and practice with a concentrated foundation in the liberal arts. Choose an emphasis in any of Marshall's seven academic departments:

1. Business Communication
2. Data Sciences and Operations
3. Lloyd Greif Center for Entrepreneurial Studies
4. Finance and Business Economics
5. Leventhal School of Accounting
6. Management and Organization
7. Marketing

Marshall's Business Administration major is also home to several joint programs, which offer unique opportunities that let you add a specialty expertise:

- Business Administration and Computer Science
- Business Administration and International Relations
- Business Cinematic Arts
- Artificial Intelligence for Business

All Marshall undergraduate programs are designated STEM.

## ACCOUNTING

Accounting majors receive their degrees within the Leventhal School of Accounting, a close-knit community of students, faculty, staff and alumni. And because your accounting education will likely continue after your undergraduate degree, USC Leventhal offers two progressive master's programs: Master of Accounting (MAcc) and Master of Business Taxation (MBT).

# 16%

Accounting progressive program acceptance rate:  
160 students out of more than 1,000 applications

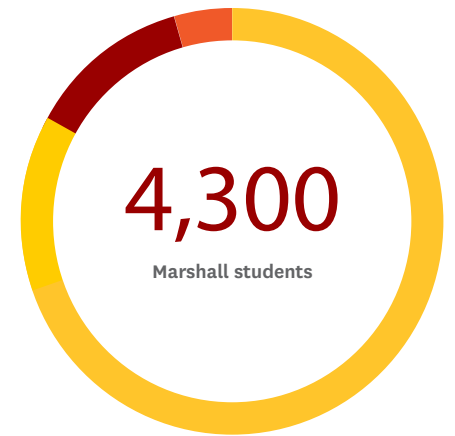
# 25-30%

of students in the accounting progressive program  
are USC Marshall undergraduates.

## WORLD BACHELOR IN BUSINESS (WBB)

As the only four-year, three-continent, three-degree undergraduate program offering in the country, WBB gives you far more than a traditional study-abroad experience. WBB students study across the globe, growing their business, entrepreneurial and foreign- language skills.

- **Year 1:** Build your business and leadership skills at USC. Study client relations on a 10-day trip to South America.
- **Year 2:** Spend your sophomore year at the Hong Kong University of Science and Technology (HKUST), studying global finance and manufacturing automation.
- **Year 3:** Learn about global negotiation, economic policies and management at Università Commerciale Luigi Bocconi in Milan, Italy.
- **Year 4:** Choose your own adventure for the final year in Los Angeles, Hong Kong or Milan, focusing on your chosen discipline. Upon graduation, you'll receive degrees from all three universities.



- **3,750**  
Business Administration
- **350**  
Accounting
- **200**  
World Bachelor in Business

# DEGREES AND SPECIALIZATIONS

Turn your ideas into outcomes in the rapidly evolving 21<sup>st</sup> century global marketplace.

Our new Emphases—optional specializations for undergraduates within the Business Administration (BUAD) degree program—complement our renowned joint, interdisciplinary programs and progressive degrees.

All Marshall undergraduate degree, including all emphases, are deesignated STEM.

**We prepare you for the real world, right now.**

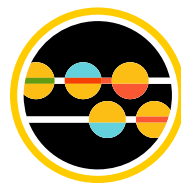
## MARSHALL DEGREES



### BUSINESS ADMINISTRATION

**Thorough preparation in the cornerstones of business**

Focusing on leadership development and the acquisition of managerial skills, our core curriculum emphasizes experiential learning that nurtures entrepreneurial talent and fosters critical thinking



### ACCOUNTING

**Innovation in accounting education and critical research**

The USC Leventhal School of Accounting provides you with the skills you need to become not only a qualified accountant, but also a well-rounded professional.



### WORLD BACHELOR IN BUSINESS

**Business perspectives from three world-class universities**

The only undergraduate program of its kind, the USC Marshall World Bachelor in Business connects leading-edge teaching methods with cultural immersion and real-world experiences in Los Angeles, Hong Kong and Milan.

## BUSINESS ADMINISTRATION EMPHASES



**FINANCE**  
**Develop skills for financial analysis, decision making, and value creation**  
Business Administration with an emphasis in Finance provides specialized skill sets for students wishing to work in finance industry, preparing you for complex tasks involving finance, economics and advanced computer modeling. This emphasis is STEM eligible.



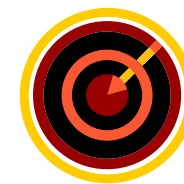
**RISK MANAGEMENT**  
**Managing risk to maximize opportunity**  
Business Administration with an emphasis in Risk Management prepares you to manage the risks of an increasingly complex and interconnected business environment.



**LEADERSHIP AND INNOVATION**  
**Leadership and innovation for competitive advantage**  
Business Administration with an emphasis in Leadership and Innovation teaches you to identify and solve critical problems while building a sustainable competitive advantage.



**BUSINESS ANALYTICS**  
**Data-driven decision making**  
Business Administration with an emphasis in Business Analytics teaches you analytical and hands-on skills to aid data-driven decision making, execution and evaluation. This emphasis is STEM eligible.



**MARKETING**  
**Effective marketing for organizations of the future**  
Business Administration with an emphasis in Marketing provides you with creative and analytical skills for effective marketing strategy, execution and evaluation across industries.



**COMMUNICATION**  
**Strategic communication to achieve professional goals**  
Business Administration with an emphasis in Communication empowers you to leverage communication to achieve goals, using emotional intelligence and rapidly evolving technologies to facilitate and foster effective workplace engagement among stakeholders.



**REAL ESTATE FINANCE**  
**Dynamic growth in an ever-changing market**  
The Bachelor of Science in Business Administration Geoffrey H. Palmer Real Estate Finance Program provides specialized skill sets for students wishing to work in real estate finance and development, preparing you for the specific complexities of real estate finance, economics and state-of-the-art computer modeling.



**ENTREPRENEURSHIP AND INNOVATION**  
**Skills to adapt and solve in a dynamic world**  
Business Administration with an emphasis in Entrepreneurship and Innovation provides you with the skills, tools and mindset to create new products, new services, new ventures and new worlds as you meet the needs of customers and help solve the thorny problems we face as an economy and a society.



1<sup>ST</sup>

Marshall is home to the nation's first integrated entrepreneurship program.

16K

USC lets you customize your degree with 16,000 combinations of majors and minors.

200+

You can choose from more than 200 minors.

200

USC offers nearly 200 majors.

12

Marshall offers a dozen one-year specialized master's programs

100+

The Marshall Incubator has accepted more than 100 new startups.

## JOINT PROGRAMS



### ARTIFICIAL INTELLIGENCE FOR BUSINESS (BUAI) **Creatively bridge business and technology strategy**

Offered jointly with the Viterbi School of Engineering, Artificial Intelligence for Business program enables you to be fluent in the emerging business technology in becoming the next Chief Data Officer.



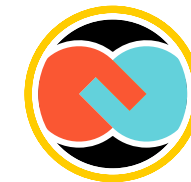
### CINEMATIC ARTS (BCA) **Real-world skills for creative leaders**

The John H. Mitchell Business of Cinematic Arts Program (BCA) program offers you the unique opportunity to complete coursework in both the USC School of Cinematic Arts and the Marshall School of Business, equipping you to apply your skills to both the business and entertainment professions.



### COMPUTER SCIENCE AND BUSINESS ADMINISTRATION (CS/BA) **The cutting edge of opportunity**

Offered in conjunction with the USC Viterbi School of Engineering, CSBA qualifies you to enter the highly competitive world of advanced computing in support of business growth.



### INTERNATIONAL RELATIONS (BAIR) **Engaging a world of opportunities**

The Business Administration and International Relations (BAIR) program delivers business acumen with the perspective of diplomatic engagement.

# GO GLOBAL

## GAIN AN INTERNATIONAL PERSPECTIVE

Marshall offers unparalleled international opportunities for undergraduates—from one-of-a-kind experiential learning programs and global internships to plentiful study-abroad offerings and case competitions. Gain an international perspective, marketable 21<sup>st</sup> century skills and a strong global network by pursuing programs from among more than 30 countries, as early as your first year. And as a major global center, Los Angeles offers unique international touchpoints here at home.

## INTERNATIONAL EXPERIENCE

The vast majority of Marshall freshmen engage in one of our unique global programs—from the one-of-a-kind World Bachelor in Business (WBB), which takes you abroad for up to three years, to shorter-term experiences that broaden your worldview. Throughout your time at Marshall, you'll also have opportunities for internships at leading organizations in Los Angeles and throughout the world.



# 1<sup>ST</sup>

The World Bachelor of Business (WBB) is the first four-year, three-continent, three-degree program in the world.

# 5<sup>TH</sup>

L.A. ranks as the 5th most diverse major city in the country (population >1m).

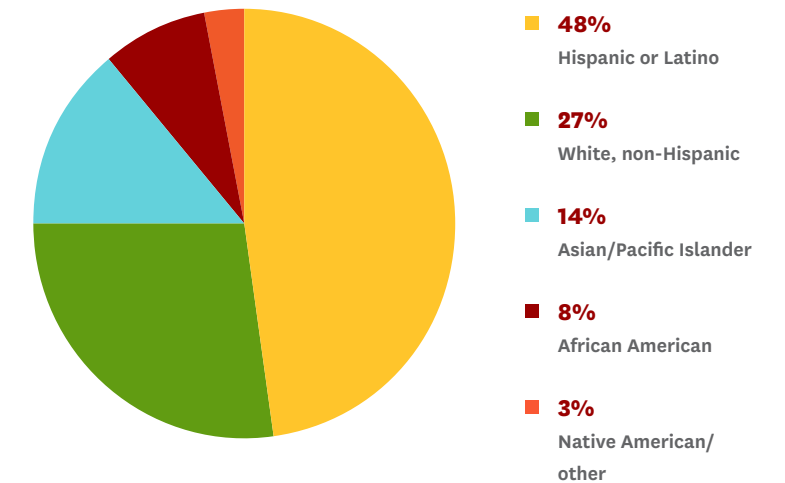
# 18%

of Marshall students are from outside the U.S.

# 90%

of freshmen participate in international programs.

## L.A.'S CULTURAL TAPESTRY



## NEARLY 1,000 MARSHALL STUDENTS PARTICIPATE IN INTERNATIONAL PROGRAMS EACH ACADEMIC YEAR.



- **280** Learning About International Commerce (LINC)
- **230** International Exchange Program
- **100** Summer internships
- **100** Experiential Corporate Learning Program (ExCEL)
- **100** Global Brigades @ Marshall
- **100** Global Leadership Program (GLP)
- **45** WBB Global Social Impact Program (GSI)
- **30** Transfer International Experience Program (TIE)

# INTERDISCIPLINARY POWERHOUSE

11  
Top-10 schools  
on campus

USC VITERBI SCHOOL  
OF ENGINEERING

USC SCHOOL  
OF DRAMATIC ARTS

USC SCHOOL OF  
CINEMATIC ARTS

USC IOVINE AND  
YOUNG ACADEMY

USC DORNSIFE  
COLLEGE OF LETTERS,  
ARTS AND  
SCIENCES

USC ANNENBERG  
SCHOOL FOR  
COMMUNICATION  
AND JOURNALISM

USC GOULD  
SCHOOL OF LAW

USC SOL PRICE  
SCHOOL OF  
PUBLIC POLICY



# LEARN BY DOING

## WELCOME TO THE REAL WORLD

Real clients. Real projects. Real-world experience. Marshall empowers you to apply lessons learned in the classroom to actual scenarios you are likely to encounter in your professional life. Most of our courses incorporate project-based learning, and our capstone projects let you demonstrate your mastery of key business strategies as you tackle a real-world issue.

Marshall's many international programs and more than 1,000 student organizations provide you with additional relevant experience solving business problems, negotiating deals, giving presentations and working in small teams. You'll quickly grow to recognize and seize opportunities as you learn the nuances of how business is conducted in real life. And as part of the Trojan Family, you will build your own global network of invaluable connections.



## EXPERIENTIAL LEARNING CENTER (ELC)

Unique among business schools, our Experiential Learning Center (ELC) has been preparing Marshall students for career success for more than 50 years. Marshall was the first in the nation to integrate an ELC into its undergraduate curriculum. ELC offers experiential activities designed to simulate real-life business situations—building skills in leadership, teamwork, communication, negotiation and decision-making. ELC takes learning to the next level, giving you a considerable leg up when you enter the workforce.

# 120,000

student hours are spent at the ELC each year,  
across 60 courses in 25 capture studios.

## BRITTINGHAM SOCIAL ENTERPRISE LAB

Gain business skills and resources to develop market-based solutions to the biggest challenges of the 21<sup>st</sup> century through the Brittingham Social Enterprise Lab—the first such program at any business school. Offering education, community building, research and professional development, the lab serves as the hub for USC's social entrepreneurial efforts.

USC MARSHALL  
VENTURE FUND

# \$100K

in seed funding annually

STUDENT  
INVESTMENT FUND

# \$2 MILLION

in student-run management fund annually

LOS ANGELES  
COMMUNITY IMPACT (LACI)

# 200+

pro-bono consulting projects  
supporting underserved  
communities in Los Angeles  
since founding in 2004

GLOBAL BRIGADES

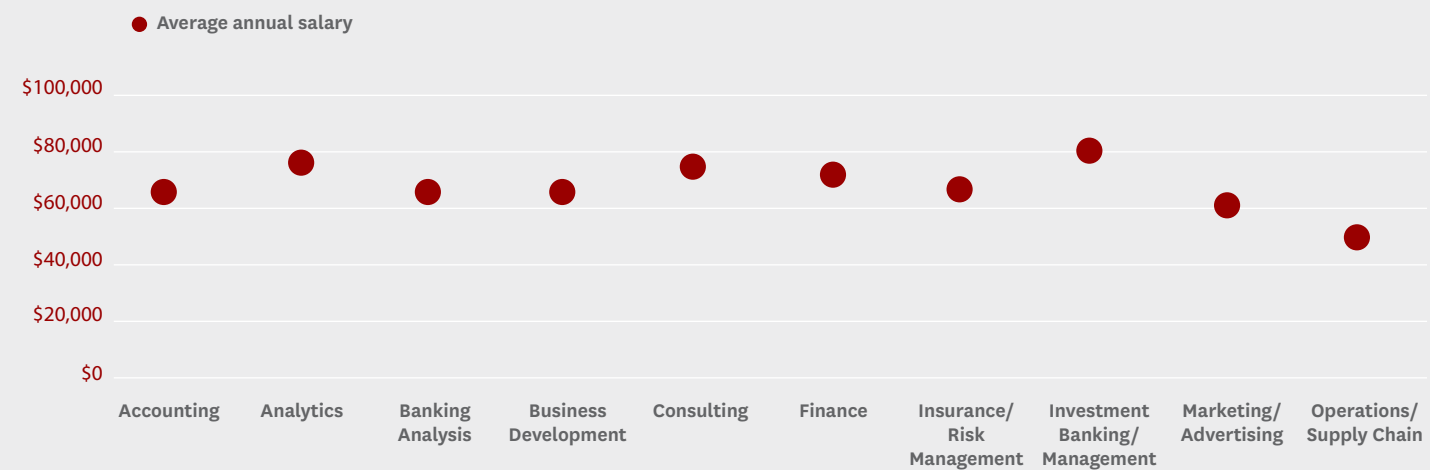
# WORLD'S LARGEST

student-run global health and  
sustainable development organization



# JOIN A WORLDWIDE NETWORK THAT IS 437,000 STRONG.

## POST-GRAD AVERAGE ANNUAL SALARIES BY JOB FUNCTION.\*



\*Placement and salary information is based on Class of 2020 self-reported data.

### TROJANS FOR LIFE

With a reputation that precedes it, the world-renowned Trojan Family is our vibrant network of USC alumni on every continent except Antarctica. As a Marshall student, you'll be perfectly positioned to leverage the network for business endeavors, both while and after earning your degree. Form new relationships, soundboard new ideas or just see where a conversation takes you.

### 25 top-hiring companies\*

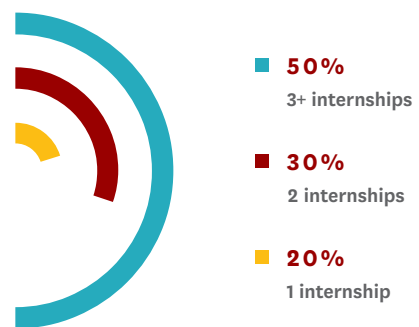
- Accenture
- AllianceBernstein
- Amazon
- Andersen Tax
- Bain & Company
- Bank of America Merrill Lynch
- Barclays
- BDO
- Bloomberg L.P.
- Boston Consulting Group
- Capgemini
- Centerview Partners
- Cisco Systems, Inc.
- Deloitte
- Ernst & Young
- Goldman Sachs
- Grant Thornton LLP
- J.P. Morgan
- KPMG
- Morgan Stanley
- Moss Adams
- NetSuite
- Oracle
- PricewaterhouseCoopers
- Wells Fargo

### 25 top internships\*

- Aflac
- Bank of America
- Bank of America Merrill Lynch
- Brillstein Entertainment Partners
- Capital Group
- Cisco Systems, Inc.
- Deloitte
- Disney
- Ernst & Young
- Fox
- J.P.Morgan
- KPMG
- Live Nation
- Lionsgate
- Morgan Stanley
- NBCUniversal
- Northrop Grumman
- Northwestern Mutual
- PricewaterhouseCoopers
- UBS
- USC
- Viacom
- Warner Bros. Records
- Wells Fargo
- Wilshire Financial Network

\*Companies that have hired the most USC Marshall alumni/interns, sorted alphabetically

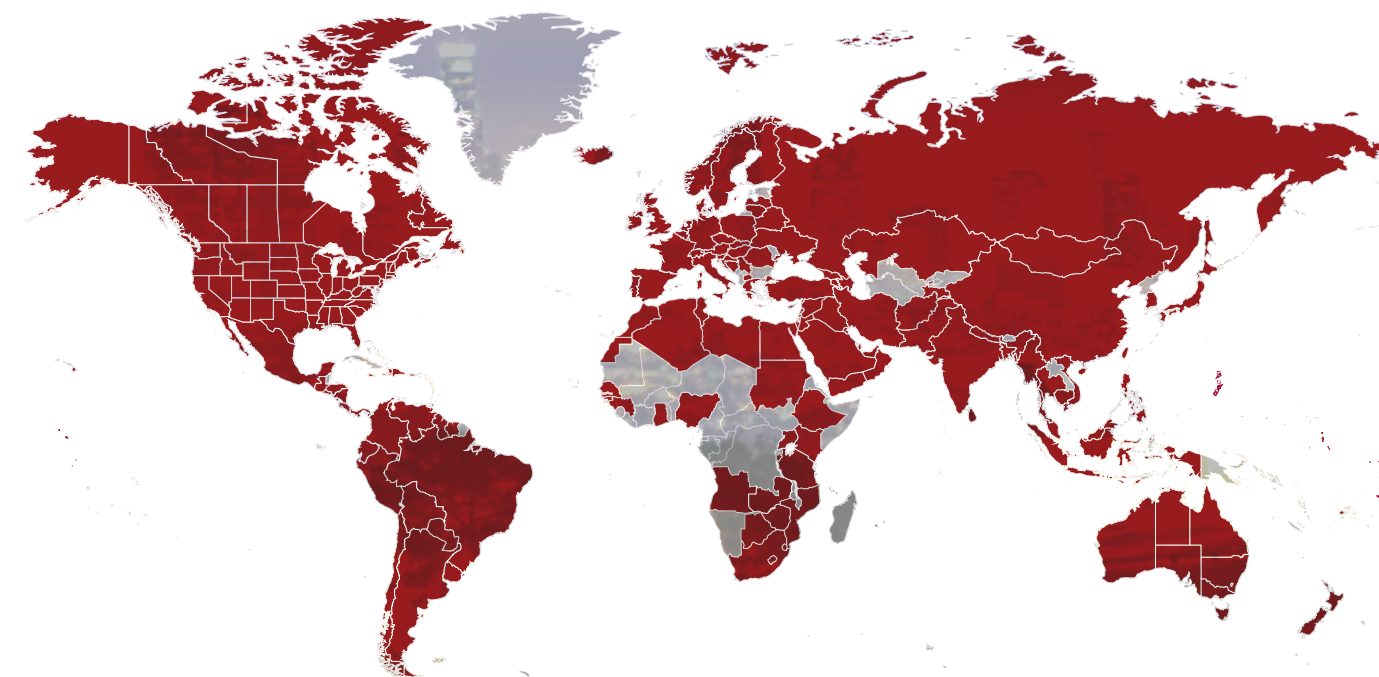
### MOST MARSHALL UNDERGRADUATES PURSUE MULTIPLE INTERNSHIPS WHILE IN COLLEGE.



# 94%

of all Marshall undergrads intern at least once.

### USC ALUMNI REPRESENTATION AROUND THE WORLD.



● USC alumni present

**DISCOVER THE BEST VERSION  
OF YOU, TO CREATE THE BEST  
VERSION OF THE WORLD.**

**“At Marshall, our focus is on  
producing leaders with the skills  
to turn ideas into outcomes for  
the real world, right now.”**

**— DEAN GEOFF GARRETT**

To learn more about the opportunities at  
Marshall and for help navigating the admissions  
and financial aid processes, please contact:

USC Marshall School of Business  
Office of Undergraduate Admissions  
610 Childs Way - JFF 227  
Los Angeles, CA 90089  
[busadm@marshall.usc.edu](mailto:busadm@marshall.usc.edu)  
(213) 740-8885  
[marshall.usc.edu/ugprograms](https://marshall.usc.edu/ugprograms)