The start of something great.

An introduction to the USC Marshall School of Business.
Choosing a university should come down to a simple question: Where will I get the best opportunities? At USC Marshall, you’ll have what you need to develop your ideas, your ambitions, your world views, and yourself. You’ll have a voice in global conversations about business and humanity. And to top it off, you’ll be an Angelino—privy to the rich cultural and career opportunities you can only find here.

You can see the whole world from here.
Los Angeles: A global city.
USC Marshall is nestled in the heart of Los Angeles—an international center of industries both historic and emerging, as well as a keystone market that connects cultures and commerce across the globe.

NEW BUSINESSES WERE CREATED IN LA COUNTY BETWEEN 2010–2014. THAT'S MORE THAN ANY OTHER COUNTY IN THE UNITED STATES.

CALIFORNIA BOASTS THE 6TH LARGEST GDP IN THE WORLD.

MOST DIVERSE MAJOR CITY IN THE COUNTRY (POPULATION >1M)

A comprehensive 4-year program.
Immerse yourself in exciting coursework right away. Across all Marshall majors, you can take business classes from day 1.

USC Marshall provides joint program offerings, like an emphasis in the cinematic arts. The Business Cinematic Arts (BCA) program prepares students for a future in business entertainment and management.

RANKED ACCOUNTING PROGRAM

4-YEAR, 3-CONTINENT, 3-DEGREE PROGRAM EVER

RANKED ENTREPRENEURSHIP PROGRAM

RANKED INTERNATIONAL BUSINESS PROGRAM

Cost won’t be a barrier.
USC is one of the largest financial aid-awarding institutions in the United States, and our admissions process does not depend on need. A student’s ability to pay does not affect admission. Of 2016 freshman:

2/3 received some form of financial assistance

21% received a USC merit-based scholarship

70% OF UNDERGRADUATE AID COMES FROM GIFTS FROM THE UNIVERSITY. FOR THE 2015–2016 SCHOOL YEAR, THAT TOTALED $205.3M IN NEED-BASED SCHOLARSHIPS AND GRANTS.
At Marshall, we believe that students training for business leadership should have 4 full years of business exploration. We encourage undergraduates to sample a number of disciplines from different fields before discovering and declaring their emphasis.

What are Marshall students studying?

**Business Administration**
Combine an in-depth knowledge of business theory and practice with a concentrated foundation in the liberal arts. Choose from any of 7 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

**Accounting**
Receive your degree within the Leventhal School of Accounting, with available tracks in general Accounting, Accounting Information Systems, or Tax Audit.

**World Bachelor in Business (WBB)**
In the first 4-year, 3-continent, 3-degree undergraduate business program in the world, WBB students study at USC Marshall, Hong Kong University of Science and Technology, and Milan’s Università Commerciale Luigi Bocconi.

Customization is key.
Pair your business drive with your other passions by combining a Business Administration (BUAD) degree with any of 150+ majors and minors at USC, like Business and Cinematic Arts or Business and Computer Science. BUAD students have 32 units of free electives out of 128 units required for graduation, giving you a chance to explore and learn how to apply a business mindset to arts, sciences, and beyond.
Encourage your sense of curiosity.

Marshall students and faculty take business discovery and innovation into their own hands. Our faculty consists of distinguished scholars and practitioners at the top of their fields, all of whom support students’ research and their challenges of traditional business processes.

At Marshall, students have access to 10 business resource centers.

**Lloyd Greif Center for Entrepreneurial Studies**
Undergraduates, graduate students, and faculty cultivate the mindset central to organizing, launching, and managing successful new ventures.

**Brittingham Social Enterprise Lab**
The research and career development lab focuses on discovering business principles that will alleviate poverty.

**The Sports Business Institute**
The institute is dedicated to understanding the rapidly growing sports industry.

**Center for Effective Organizations**
The leading action-research center influences how organizations are managed.

**Center for Global Supply Chain Management**
This is a leading center for global supply chain management that works with over 100 companies around the globe to facilitate growth in the industry.

**The Global Branding Center**
The center is an entertainment- and marketing-focused research lab that is dedicated to uncovering new strategic and branding solutions.

**Center for Global Innovation**
The lab researches the causes and effects of consumer innovation across nations over time.

**Center for Investment Studies (CIS)**
The center fosters learning and cutting-edge research on investments and the underlying workings of financial markets.

**Institute for Communication Technology Management (CTM)**
CTM provides research and educational programs focused on communications, technology, and entertainment sectors.

**Neely Center for Ethical Leadership**
The center is focused on ethical business leadership practice through research, educational programs, seminars, and community outreach.
Our on-campus classes and facilities will set you up for success. But it’s the learning that happens across internships in Los Angeles—and in businesses and classrooms around the world—that prepares you for the next stage of your career.

Start in Los Angeles...

**90%**

OF MARSHALL STUDENTS INTERN AT LEAST ONCE DURING THEIR UNDERGRADUATE EXPERIENCE.

...and gain a global perspective.

With residents speaking 224 languages across the city, Los Angeles is one of the most diverse places in the world. USC Marshall mirrors that, with 21% of students

Marshall students don’t just experience global exposure at home; they also take part in nearly a dozen different

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~1,000

MARSHALL STUDENTS PARTICIPATE IN INTERNATIONAL PROGRAMS EACH YEAR.

75%

OF FRESHMEN GET INVOLVED IN INTERNATIONAL PROGRAMS.
Wherever you end up, your network is there.

The minute you step on campus as a student, you become a member of the Trojan Family, a network of alumni who mentor current students and think of USC whenever they need a new addition to their team. Initiatives like “Trojans hiring Trojans” mean the USC family stays close long after graduation. Regardless of where you want to live or work after college, chances are good that another USC alum can help you get there.

More than 360,000 USC alumni are present in 145 countries.

USC alumni present

The term "Trojan Family" is more than a phrase. It represents a promise—a lifelong, worldwide commitment to support.

25 companies that have hired the most Marshall students post-grad:

- 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
Your future starts now.

Follow along, as real students share real stories about life at Marshall:

marshall.usc.edu/blog