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.
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.

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.

MENTORSHIP OPPORTUNITIES

Top faculty members teach undergraduates not just MBAs 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.
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

**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

4,300

Marshall students
Turn your ideas into outcomes in the rapidly evolving 21st 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.

We prepare you for the real world, right now.

**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.

**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.

**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.

**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.

**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.
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, the Computer Science and Business Administration (CS/BA) program qualifies you to enter the highly competitive world of advanced computing in support of business growth, a cornerstone of tomorrow’s economy.

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.

Joint Programs

1st
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.
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 21st 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.

1ST
The World Bachelor of Business (WBB) is the first four-year, three-continent, three-degree program in the world.

5TH
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.

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

Top-10 schools on campus

1. USC ANNENBERG SCHOOL FOR COMMUNICATION AND JOURNALISM
2. USC VITERBI SCHOOL OF ENGINEERING
3. USC SCHOOL OF DRAMATIC ARTS
4. USC SCHOOL OF CINEMATIC ARTS
5. USC SCHOOL OF LAW
6. USC DORNSIFE COLLEGE OF LETTERS, ARTS AND SCIENCES
7. USC SOL PRICE SCHOOL OF PUBLIC POLICY
8. USC IOVINE AND YOUNG ACADEMY
9. USC SCHOOL OF ARCHITECTURE
10. USC LEONARD DAVIS SCHOOL OF GERONTOLOGY

11. USC THORNTON SCHOOL OF MUSIC
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.

BRITTINGHAM SOCIAL ENTERPRISE LAB

Gain business skills and resources to develop market-based solutions to the biggest challenges of the 21st 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.

120,000
student hours are spent at the ELC each year, across 60 courses in 25 capture studios.

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.

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.

MOST MARSHALL UNDERGRADUATES PURSUE MULTIPLE INTERNSHIPS WHILE IN COLLEGE.

94% of all Marshall undergrads intern at least once.

25 top-hiring companies*
1. Accenture
2. Aflac
3. AllianceBernstein
4. Amazon
5. Andersen Tax
6. Bank of America
7. Bank of America Merrill Lynch
8. Bain & Company
9. Barclays
10. BDO
11. Bloomberg L.P.
12. Brillstein Entertainment Partners
13. Capital Group
15. Deloitte
16. Disney
17. Ernst & Young
18. Fox
19. Fox
20. General Electric
21. Google
22. Goldman Sachs
23. Grant Thornton LLP
24. J.P. Morgan
25. Live Nation

MOST MARSHALL UNDERGRADUATES PURSUE MULTIPLE INTERNSHIPS WHILE IN COLLEGE.

50% 3+ internships
30% 2 internships
20% 1 internship

25 top internships*
1. Aflac
2. Bank of America
3. Bank of America-Merrill Lynch
4. Brillstein Entertainment Partners
5. Capital Group
7. Deloitte
8. Disney
9. Ernst & Young
10. Fox
11. J.P. Morgan
12. KPMG
13. Live Nation
14. LPP
15. Morgan Stanley
16. NBCUniversal
17. Northrop Grumman
18. Northwestern Mutual
19. PricewaterhouseCoopers
20. UBS
21. USC
22. Viacom
23. Warner Bros. Records
24. Wells Fargo
25. Wilshire Financial Network

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

POST-GRAD AVERAGE ANNUAL SALARIES BY JOB FUNCTION.*

Average annual salary

$0
$10,000
$20,000
$30,000
$40,000
$50,000
$60,000
$70,000
$80,000
$90,000

Accounting
Analytics
Banking
Business
Consulting
Finance
Insurance/Risk
Investment/Banking
Marketing/Advertising
Operations/Supply Chain

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

USC ALUMNI REPRESENTATION AROUND THE WORLD.

94% of all Marshall undergrads intern at least once.
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:

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(213) 740-8885
marshall.usc.edu/ugprograms