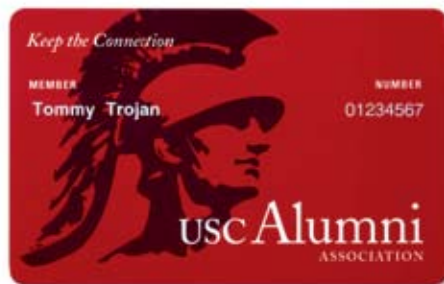


University of Southern California

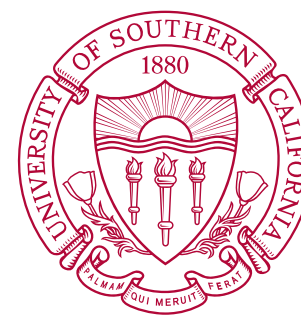
# Marshall MBA

UNLOCK YOUR FUTURE  
STARTING TODAY



## THE KEY TO YOUR NEW WORLD

Earning a Masters in Business Administration (MBA) from the Marshall School of Business is like owning a key that unlocks many doors you haven't even come to yet. The world expands – often in unexpected ways. Suddenly, you have more choices about what you'll do next to realize your personal and professional aspirations.



In the setting of the University of Southern California (USC), one of the world's premier independent teaching and research universities, you will encounter endless opportunities to learn, to lead, to define and achieve your goals.

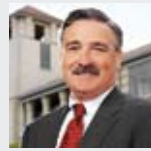
We have an MBA program that meets your needs, whether you are beginning to build your career, a mid-level professional advancing your skills, or a senior executive looking for a multinational edge. Our graduate-level agenda:

- › The Marshall School MBA, full-time, two-year program
- › MBA.PM: part-time, 33-month program for mid-career professionals
- › Executive MBA, a 21-month program for senior managers and executives
- › Global EMBA in Shanghai, a 20-month program for managers from throughout Asia
- › International Business Education and Research MBA – an accelerated, 12-month program with a global focus

The Marshall curriculum is interactive and relevant, designed to prepare you for the realities of a global economy. Marshall was the first business school to require international travel and study projects as part of every MBA degree. In addition, USC pioneered the nation's first entrepreneurship program decades ago.

**WE THINK OUTSIDE THE BOX ON YOUR BEHALF.**

## MESSAGE FROM THE DEAN



“Welcome to the Marshall School of Business MBA Programs. The fact that you are reading this means you are ready to make a positive change. There’s no better decision than an MBA from Marshall. It will change your life – broadening your perceptions and your opportunities. We hope you’ll come to Marshall – we know you’ll be glad you did.”

THOMAS GILLIGAN, *Dean, USC Marshall School of Business*

## INFLUENTIAL &amp; INTIMATE

You’ll learn by doing in programs that mix hands-on teamwork and personal achievement. Our exceptional faculty links theory and practice in a small-class format that invites individual attention. So you enjoy the benefits of a major university combined with the intellectual support of a smaller private school.

*“The University of Southern California tops my list . . .*

*From the day you graduate, the USC network is there for you. In my opinion, the USC alumni network is the tightest, most effective and most closed to noninitiates of any alumni network in the country.”*

HARVEY MACKAY

*Dig Your Well Before You’re Thirsty, “The Four Best Places to Go Prospecting”*

Located in the heart of Los Angeles, with offices around the globe, Marshall provides you with connections throughout Southern California, the Pacific Rim, Latin America, and

beyond. With your experiences here, and the skills and insights you gain, you’ll hold the key to open your own doors – and to walk right through them.



20%

ROUGH PERCENTAGE OF MARSHALL MBA ALUMNI WHO HOLD EXECUTIVE POSITIONS, SUCH AS PRESIDENT OR CEO

## CONTACTS WORTH MAKING

As a Marshall MBA student, you join two amazing networks – the Trojan Family, with members in 44 countries, and the Marshall School’s 70,000-plus alumni worldwide. Together, they give new meaning to networking.

## MARSHALL ALUMNI ARE EVERYWHERE:

- One-third are affiliated with Fortune 500 companies
- One-third work in mid-size companies
- One-third are in entrepreneurial or not-for-profit ventures

Our alumni don’t forget their roots. They routinely mentor MBA students. They speak at student organizations, attend networking events, hire fellow grads, and provide job leads.



## LOS ANGELES: CAREER CENTRAL

Los Angeles has always been a trend-setter and trade center, a crossroads and major player in emerging economies. What better place to get your MBA than in a city that epitomizes innovation?

Entrepreneurial and macro-minded – L.A. is helping to shape the business frontier. Not only is it ideally situated for the Pacific Rim and Latin America,

1/3

MBA ALUMNI WHO ARE AFFILIATED WITH FORTUNE 500 COMPANIES

it’s a growing force in such industries as biotech, entertainment, communications, healthcare, and international commerce.

The Marshall School gives you access to this career-transforming region. And while L.A. has remarkable resources for learning, it’s also a great place to interact with fascinating cultures.

- 96 languages (& counting) spoken in Los Angeles
- 4th largest economy in the United States
- Home to people from 160 countries
- 329 sunny days a year & 76 miles of beaches

## GOING GLOBAL: A NECESSITY IN AN INTERDEPENDENT WORLD

Marshall MBA graduates leave here with two assets we believe are still rare. One is a solid grasp of the need for innovation in business. Another: meaningful exposure to global issues.

# 1<sup>ST</sup>

BUSINESS SCHOOL TO REQUIRE ALL  
MBA STUDENTS TO STUDY ABROAD



Whichever Marshall MBA program you choose, you get a front-row seat on business concerns in key Pacific Rim and Latin American countries – home to today's rising economies. Marshall's international programs combine specialized lectures, casework, and field trips that include exclusive, on-site visits with local executives. Our programs include:

- The Pacific Rim Education Program (PRIME) for our full-time students
- PM.GLOBE for MBA.PM students
- EXPORT for Executive MBA participants
- Global EMBA in Shanghai
- International Business Education and Research (IBEAR) MBA
- Marshall MBA International Exchange Program
- Summer Study Abroad Programs

### GEMBA IN SHANGHAI

Managers from throughout Asia take part in this innovative EMBA program that offers the same curriculum as Marshall's top-ranked EMBA program in the U.S. The 20-month GEMBA Program includes two trips to Los Angeles and one to another Asian country. Courses are held at the Shanghai Jiaotong University.

### IBEAR MBA

This accelerated, 12-month, full-time program in international management balances MBA core courses with globally focused electives in critical functions. After classes taught on USC's Los Angeles campus, IBEAR students apply their multidimensional skills to a five-month international consulting project.

# 6<sup>TH</sup>

RANKING IN ENTREPRENEURSHIP BY  
U.S. NEWS & WORLD REPORT (2005)

### INTERNATIONAL STUDENTS AT MARSHALL

We encourage all interested international students to apply. To learn what it is like to be a student at Marshall, you can contact one of our Student Ambassadors, who are first-year students from cities and countries all around the world.

You will enjoy extensive support services from the USC Office for International Students and Scholars, where professional and peer counselors can advise you on immigration regulations, academic and financial concerns, housing, and cross-cultural adjustment. Marshall's MBA Career Resource Center also has special expertise in working with international students and employers.

### ALUMNI PROFILE

Shaping a new wave of youth culture may not have been on Chris DeWolfe's mind when he earned his Marshall MBA in 1997, but that's just what he's done. DeWolfe, MBA '97, is the CEO of MySpace.com, the leading social networking and lifestyle portal on the Internet.

After receiving his bachelor's in Finance from the University of Washington, he came to the USC Marshall School of Business to focus on dual concentrations in Marketing and Entrepreneurial Studies.

*"Marshall gets that while academic rigor is important, it has limited value without real world application," says DeWolfe. "I draw on my Marshall experience daily, both in terms of what I learned and who I met. It was an ideal business school experience."*

**CHRIS DEWOLFE**  
CEO, MySpace.com  
MBA, '97

#### MARSHALL'S STUDENT CLUBS & ORGANIZATIONS

AMERICAN FINANCE ASSOCIATION  
ASSOCIATION OF GRADUATE BUSINESS STUDENTS

BIO-MED CLUB  
BLACK GRADUATE BUSINESS LEADERS

BUSINESS OF ENTERTAINMENT ASSOCIATION  
CHALLENGE FOR CHARITY (C4C)

ENTREPRENEUR VENTURE MANAGEMENT ASSOCIATION  
GAY AND LESBIAN ASSOCIATION

GLOBAL EXECUTIVE ORGANIZATION  
GRADUATE ASIAN BUSINESS SOCIETY  
GRADUATE LATIN BUSINESS LEADERS

GRADUATE MARKETING ASSOCIATION  
GRADUATE REAL ESTATE ASSOCIATION

GRADUATE WOMEN IN BUSINESS  
HIGH-TECH ASSOCIATION  
INDIA BUSINESS CLUB

LEADERSHIP AND ORGANIZATION CLUB  
MARSHALL ENERGY CLUB

MARSHALL MANAGEMENT CONSULTING CLUB  
MARSHALL PARTNERS

MARSHALL SPORTS BUSINESS ORGANIZATION  
MARSHALL STRATEGY GROUP

MARSHALL WINE CLUB  
STRATEGIC HUMAN RESOURCES MANAGEMENT ASSOCIATION

MBA AMBASSADORS  
MBA READ PROGRAM  
TROJAN TOASTMASTERS

## USC: A VIBRANT ATMOSPHERE



USC is many things at once: intellectual center, cultural resource, industry partner, good neighbor, and the largest private employer in the City of Los Angeles. Founded in 1880, USC holds the title as the West's oldest independent teaching and research university. The Trojan football team is legendary, of course. Since 1912, USC also is the only university in the world to have a gold medal-winning athlete in every summer Olympiad.

Students come from all 50 states and 120 nations to attend more than 300 nationally and internationally regarded academic and professional programs – an environment that deepens your experience while at Marshall.

Also enriching: USC's extensive library and cultural system, which includes Marshall's Crocker Business Library and Accounting Library, with an extensive collection of books, periodicals, databases, and corporate reports on more than 5,000 companies.

# 1,100

APPROXIMATE NUMBER OF HOOKUPS IN MARSHALL'S 55,000 SQUARE-FOOT POPOVICH HALL, ONE OF THE WORLD'S MOST TECHNOLOGICALLY ADVANCED BUSINESS SCHOOL BUILDINGS

### AWARD-WINNING FACULTY

Look at a graduate-level business textbook or that thought-provoking article in a recent business journal – chances are a Marshall faculty member wrote it. Our faculty members influence corporate thinking and policy as respected writers and editors, consultants, speakers, and entrepreneurs. *Business Week* ranked Marshall faculty among the nation's top five in relevant research, while the *Academy of Management Journal* put them as 12th most productive in published research.

Most important, these accomplished scholars also are committed teachers, eager to pass on what they know (and who they know) to you. Their impact only starts in the classroom.

### BUILD YOUR BUSINESS LIBRARY

Marshall faculty write the rules of business. Their contribution to best practices and current thinking is extraordinary. Here is a small sampling of their influential books.

**WARREN BENNIS, Ph.D.,**  
Distinguished Professor of Business Administration, Founding chairman, USC Leadership Institute  
*An Invented Life: Reflections on Leadership and Change*  
*Co-Leaders (co-author)*  
*Leaders (co-author)*  
*Managing the Dream*  
*Old Dogs, New Tricks (co-author)*  
*On Becoming a Leader*  
*Organizing Genius (co-author)*

**EDWARD E. LAWLER III, Ph.D.,**  
Distinguished Professor of Business, Founder & Director, Center for Effective Organizations  
*Corporate Boards*  
*From the Ground Up: Six Principles for Creating the New Logic Corporation*  
*The Leadership Change Handbook*  
*Organizing for High Performance*  
*Strategies for High Performance Organizations - The CEO Report*  
*Tomorrow's Organization*

**MORGAN MCCALL, Ph.D.,**  
Professor of Management and Organization  
*Advances in Global Leadership, Volume II (co-editor)*  
*Developing Global Executives: The Lessons of International Experience (co-author)*  
*High Flyers: Developing the Next Generation of Leaders*  
*The Lessons of Experience (co-author)*  
*Whatever It Takes: The Realities of Managerial Decision Making (co-author)*

**ALAN C. SHAPIRO, Ph.D.,**  
The Ivadelle and Theodore Johnson Professor of Banking and Finance  
*Foundations of Multinational Financial Management*  
*International Corporate Finance*  
*Modern Corporate Finance*  
*Multinational Financial Management*

**RANDOLPH W. WESTERFIELD, Ph.D.,**  
Professor of Finance and Business Economics, Former Dean of the Marshall School of Business  
*Corporate Finance (co-author)*  
*Essentials of Corporate Finance (co-author)*  
*Fundamentals of Corporate Finance (co-author)*

### ALUMNI PROFILE

Yang Ho Cho understands that a global executive must cross cultures – and time zones – to transform the marketplace. He accomplishes both as Chairman and Chief Executive Officer of Korean Air, one of Asia's largest airlines, and founding member of SkyTeam, one of the world's fastest-growing airline alliances.

Cho, elected to the USC Board of Trustees in 1997, received his MBA from the IBEAR program in the USC Marshall School of Business, then earned a doctorate in business administration from Inha University in Korea. A USC Presidential Associate, Cho is Chairman of the Hanjin Group, which has established an endowed fellowship in the IBEAR Program.

"Some schools say they think globally," he says. "Marshall lives it – in its targeted coursework and connections worldwide."

**YANG HO CHO**

CEO, Korean Air  
MBA '79

### DISTINGUISHED PROFESSORS

THIS HONOR IS AWARDED VERY SELECTIVELY TO THOSE WHOSE ACCOMPLISHMENTS HAVE BROUGHT SPECIAL RENOWN TO USC.

**WARREN BENNIS**

UNIVERSITY PROFESSOR AND DISTINGUISHED PROFESSOR OF BUSINESS ADMINISTRATION

**EDWARD E. LAWLER, III**

DISTINGUISHED RESEARCH PROFESSOR OF BUSINESS

**IAN MITROFF**

HAROLD QUINTON DISTINGUISHED CHAIR IN BUSINESS POLICY AND PROFESSOR OF MANAGEMENT AND ORGANIZATION

#### CAREER RESOURCE CENTER

At Marshall's MBA Career Resource Center (CRC), you can accumulate a portfolio of lifelong career management skills. Staffed with trained advisors, the CRC offers career planning workshops in market assessment, job search strategies, resume writing, networking, and interviewing, among other topics. Its active corporate outreach program develops long-term partnerships with potential employers and organizes company site visits, industry nights, networking receptions, and other events.

As a Marshall student, you have access to the CRC's extensive Career Resource Library and online databases of corporate profiles, contacts, and job leads — at any stage in your career.

#### MARSHALL RESEARCH CENTERS

Enter here to immerse yourself in a laboratory for new ideas. This is where knowledge is born, tested, nurtured, where leading-edge research has practical benefits.

Marshall's Centers and Institutes help keep industry ahead of the curve. Headed by respected scholars, they bring together academia, business, and community for a fertile exchange of issues and ideas. And they connect Marshall MBA students to conferences, internships, and work opportunities.

- › Center for Global Business Excellence
- › Center for Global Innovation
- › Center for Global Distribution and Supply Chains
- › Center for Effective Organizations
- › Center for International Business Education & Research
- › Center for Investment Studies
- › Center for Telecom Management
- › Center for Technology Commercialization
- › Leadership Institute
- › Lloyd Greif Center for Entrepreneurial Studies
- › Lusk Center for Real Estate

*Although I knew that the Trojan Network was strong, it's much more than I could have ever expected. Every single one of my professional contacts has come from the Trojan Network.*

CHRISTINA SORIA

*Class of 2004*

*One of the great things Marshall did for me and my classmates was to teach us how to interact as effective business teams by letting us figure it out on our own.*

MICHAEL DOUGLASS

*Class of 2003*

University of Southern California

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Los Angeles, California 90089-2633

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