The USC Marshall MBA Experience
Now Available Where You Are

University of Southern California
onlinemba.marshall.usc.edu
In today’s business world, the only constant is change.

In today’s global economy, new markets rapidly emerge. Technology and its vital impact have made it possible for businesses of any size to become disruptive, nationally recognized brands that challenge major corporations. Even the most established strategies and leadership methods have been altered forever by the evolution of technology.

Interactive Online Learning

The on-campus programs offered by USC Marshall have received many accolades, ranking among the top 10 best part-time MBA programs in the country according to U.S. News and World Report, and the top 10 Executive MBA programs according to Bloomberg Businessweek. Building on this heritage, the Online MBA program has been especially designed by faculty members and instructional technology experts, combining the best elements of the on-campus programs with a variety of new elements specifically designed for the online experience. The program’s award-winning audio-visual content speaks to the innovative aspect of the online learning format.

Most of the assignments and learning exercises can be completed at the student’s convenience. The program is designed to develop management and leadership skills essential for a variety of careers, from those who are rising stars in multinational corporations to those who seek to be entrepreneurs.

In addition to these independent assignments, collaborative exercises like team-based activities, group discussions, and faculty-led, live sessions via webcam are a critical part of every course. Each week, students will have the opportunity to interact directly with classmates and faculty to examine learning materials and participate in active discussions.

Through these live exercises, the online format enhances the program’s emphasis on efficient, effective teaching. Students have numerous opportunities to expand their network while gaining practical, hands-on expertise in leading virtual and remote teams – an essential skill for next-generation business leaders.

Online students also have access to the 80,000-member USC Marshall alumni network and the support of our faculty and staff. The online format also empowers students to pursue intensive, comprehensive business education from anywhere as it suits their busy lives.

Developing Future-focused Leaders

Designing courses specifically for online delivery has facilitated the development of engaging, diverse learning materials that are perfectly suited to this format and offer driven professionals from all over the world a place in the Trojan family.

Courses examine business fundamentals – topics like finance, accounting, marketing, and entrepreneurship – as they relate specifically to the overall theme of the course. Individual topics are taught by different faculty members with focused expertise in the subject matter, meaning students will engage with several top-level instructors as they work through each course. This gives students the opportunity to actively engage their critical thinking and communication skills while considering all aspects and perspectives when solving business problems.

Throughout the program, students also gain hands-on practice working with the latest analytics and metrics technologies to make informed decisions and improve existing processes. This provides students with a multi-faceted perspective on business leadership and prepares them to examine challenges from all angles.

Additionally, graduates will exit the program with a compiled e-portfolio highlighting the work they have completed as a student – a valuable resource for future professional opportunities.
Curriculum

The Online MBA curriculum supports student progress through a number of delivery methods, including:

- Group video conferences and class sessions led by instructors
- One-on-one faculty discussions via webcam
- Award-winning video content produced at the USC Marshall dedicated studio
- Case studies and dramatizations of real-world business scenarios
- Collaborative video activities and assessments
- Virtual learning exercises
- Interactive games

Students complete the program in the following sequence:

- The program begins with Role of the Manager and Key Concepts in Strategy (GSBA-501), which features readings and live discussion forums that lead into a one-week on-campus intensive. After the on-campus session, students continue the rest of the program in a fully online format.
- Students who complete GSBA-501 will continue to the first full-semester course, Fundamentals of Business (GSBA-505). This class helps students develop a rigorous understanding of the fundamental tools for business management: accounting, analytics and statistics, economics, and virtual teams. Both GSBA-501 and GSBA-505 are pre-requisites for the remaining courses in the Online MBA program.
- The second, third, fourth, and fifth semesters, which may be taken in any order, comprise the remaining courses.

With the exception of GSBA-501, which consists of both online and residential components, all courses are conducted online and consist of asynchronous and synchronous course work. Asynchronous activities include presentations, moderated discussion boards, case studies, simulations, educational games, self-assessment exercises, and other online instructional content that can be completed at each student's convenience. Synchronous, scheduled activities include live video class sessions, webinars, facilitated team meetings, one-on-one feedback sessions, and other real-time interactions. Instructors are also available via regularly scheduled virtual office hours and email.

In addition to weekly asynchronous assignments, students participate in live class sessions via webcam, during which they discuss the material in-depth and benefit from the perspectives of their fellow cohort classmates and Marshall faculty.

Students can also choose to take a break from the program and resume during the next semester without waiting until the next year. Regardless of the sequence in which courses are taken, students must complete the following required components to graduate.

Courses

GSBA-501 Role of the Manager and Key Concepts in Strategy (3 units)

Beginning with one week of online discussions, readings, activities and assignments and ending with a six-day residential intensive, students explore the fundamental roles of the manager and the process of thinking critically in order to solve business problems faced by corporate leaders. The course features team-building activities and ends with a team competition analyzing a current business problem faced by a prominent company.

GSBA-505 Fundamentals of Business (10 units)

Throughout this course, students learn to utilize fundamental business tools to frame and analyze problems faced by businesses today. This course focuses on financial accounting, microeconomics, analytics and statistics, and virtual teams. All subjects are integrated into a team project that requires students to develop working strategies for analyzing and communicating fundamental business decisions.
Courses Continued

**GSBA-535 Opportunity Recognition and Implementation (9.5 units)**
This course helps students identify and implement new business opportunities on a global scale. The focus of this course is on entrepreneurship, legal contracts, and negotiations in order to successfully identify and develop new business opportunities. All subjects are integrated into a team project that requires students to develop working strategies for effective entrepreneurial startups.

**GSBA-537 Managing Inside the Firm (9.5 units)**
In this course, students learn to streamline operations across functions within an organization. The focus of this course is on managerial accounting, employment law, operations management, and organizational behavior inside the organization. All subjects are integrated into a team project that requires students to develop working strategies for effective internal operations and communications with key stakeholders.

**GSBA-538 Managing Outside the Firm (9.5 units)**
This course explores strategies for effectively managing external resources in order to compete in an international marketplace. The course coordinates production processes, marketing strategies, and corporate financial plans in order to maximize growth. All subjects are integrated into a team project that requires students to develop working strategies for effective new product development and supply chain management.

**GSBA-539 Business Environment & Leadership (9.5 units)**
Students learn to integrate comprehensive financial and marketing strategies that allow the firm to thrive in international markets. All subjects are integrated into a team project that requires students to develop working strategies to achieve organizational goals and objectives.

Tuition

**Online MBA Tuition:** $35,603

One-time, One-week, On-campus Orientation Session: $2,500 (Charged as $500 per semester. Does not include travel costs to USC campus)

Textbooks and Course Materials: $3,300

Student Health Insurance: $7,192 for two years (may be waived if students already have eligible, comprehensive health insurance)

Admitted students will be required to pay a $2,500 commitment deposit to secure their place in the program, which will be applied to tuition expenses.

**Funding and Scholarships**
Please visit the USC Student Financial Aid website to inquire about Federal Stafford Loans and other loan options. International students are not eligible to receive federal financial aid, which includes Stafford and Perkins loans. However, international students may qualify for private loans if they have a U.S. co-signer.

**USC Financial Aid:** usc.edu/admission/fa

Admission
The Admissions Committee conducts three rounds of application review before classes begin. For a schedule and application submission information, please visit our website.

Join the Trojan Family

The Online MBA program at USC Marshall has been carefully crafted to help students from across the globe form genuine, close connections to the USC Trojan Family that has become one of the most influential alumni networks in the world.

The USC Alumni Association engages students for life, currently representing more than 390,000 members. More than 80,000 of these proud Trojans come from USC Marshall alone, changing the face of business in 123 countries. USC alumni have founded companies, driven innovation, and made a lasting impact on the global marketplace.

Online students will have a direct connection to this family of leaders, experiencing first-hand the strength of the Trojan spirit throughout the program and as a graduate.

Contact us today to learn more about the program and start your path towards becoming a Trojan.

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Online Master of Business Administration

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