The USC Marshall MBA Experience
Available Online—Wherever You Are

Join the Trojan Family
Rise with Us to the Top

The USC Marshall School of Business Online MBA (OMBA) leverages the most advanced online learning tools to prepare students for leadership roles in today’s technology-driven business world. The school launched the program in fall 2015 with the aim of creating an online MBA built for the future and has consistently succeeded in creating an elite graduate business education experience. The Online MBA earned a top-5 ranking for Best Online MBA Programs from U.S. News & World Report, the #1 Ranking in Poets&Quants’ Best Online MBAs and the #3 ranking in The Princeton Review’s Top 25 Online MBAs.

OMBA at a Glance

Program Starts: Fall & Spring
Length: Five semesters. Can be completed in 21 months
Total Units: 51
Format: Online with a one-week residential component
Learning Environment: Asynchronous and synchronous courses scheduled to accommodate working professionals
Tuition: $99,000 (rounded)
Funding: Federal and private loans are available for online study
Scholarships: A limited number of scholarships are available including the Forté Fellows Program for women and the Yellow Ribbon Program for military veterans.
Benefit from a World-Class Curriculum with a Real-World Edge

Multidisciplinary Courses

The program's innovative integrated curriculum transcends subject area silos and provides students with a holistic understanding of how an organization works. It consists of five multidisciplinary courses—each incorporating leading-edge virtual communication and analytics skills and providing students with essential knowledge about germane business functions including accounting, finance, marketing, management, entrepreneurship and more. This advanced integrated curriculum is the cornerstone of the Marshall Online MBA and supports our primary goal of developing students into leaders who are ready to succeed in the global, technology-driven marketplace.

Residential Experience

Students begin the program with a two-week course that includes an immersive and invigorating six-day residential component. The residency provides online learners with robust bonding and learning activities. It begins with a welcome event, during which new students meet their classmates, and it culminates with a consulting competition that addresses a current challenge facing a prominent organization.

Throughout the residency, students engage in activities that include workshops, lectures, reading, case analyses, a campus tour, a mixer for all OMBA cohorts and program alumni, and interaction with faculty members. As part of the consulting competition, students are assigned to teams that they will be on for the duration of their first semester. The residency sets the stage not only for successful, collaborative online learning throughout the program, but also for lifelong friendships.

Online Learning Environment

Award-Winning Content

All OMBA courses were developed from the ground up in a studio that the school built to produce creative, high-quality and engaging content for the program. This content has earned honors from multiple organizations including the Telly Awards and Davey Awards.

Advanced, Interactive Learning Technology

To provide students with a dynamic learning environment, the program employs a full range of technological learning tools. Using these tools offers the added benefits of boosting technical literacy and training students in virtual collaboration and other skills that are essential for next-generation business leaders. The OMBA toolkit is continually updated with new technology and includes:

- Canvas by Instructure
- Zoom
- Vimeo
- PlayPosit interactive video platform
Connect with Your Cohort and Expand Your Boundaries

The flexible cohort format is a critical component of the OMBA experience, giving students the opportunity to work closely with and learn from their peers. OMBA students join a select group of professionals from a diverse array of professional backgrounds, enabling them to discover how the concepts they are studying apply to industries other than their own. They gain multiple perspectives that greatly enhance the learning process, expand their overall knowledge of the business world, and enrich their lives.

Study with Renowned, Engaged and Enthusiastic Faculty

OMBA faculty members interact closely with students in multidisciplinary courses that typically are taught by a team of professors. The OMBA faculty includes full-time tenured professors, business executives and other educators who are leaders in their discipline, influential researchers, award-winning teachers, and authors of many of the textbooks business students read. All are specially trained in virtual instruction.

Join the Trojan Family

OMBA graduates join one of the world’s most influential alumni networks—the Trojan Family, which is more than 390,000 members strong. The USC Alumni Association engages students for life, and online learners become full-fledged Trojans. USC alumni have founded companies, driven innovation, and made a lasting impact on the global marketplace. More than 88,000 of these proud Trojans are Marshall School of Business graduates, and they have changed the face of business in 92 countries.
OMBA Student Profile

**Employment:** Industries and sectors including health care, financial services, entertainment, engineering, consulting, manufacturing/operations, aerospace, government and the military

**Average GPA:** 3.2

**Average GMAT and GRE scores:** 650 and 313, respectively

**Age:** Generally ranges from 25 to 50, with the average age being 34

**Work experience:** An average of 11 years upon entering the program

**Location/Residency:** Across the United States, with approximately half the student population living in Southern California

OMBA Tuition

**Total Tuition:** $99,692

**Program Fee (includes residential intensive lodging and most meals and course materials):** $5,500 (charged as $1,100 per semester)

**Student Health Insurance:** $7,192 for two years (may be waived if student has eligible, comprehensive health insurance)

**Textbooks:** $1,005 (estimate)

**Travel to USC campus in Los Angeles for Residential Intensive week:** (Cost will vary. Needs to be arranged by student.)

**Total Tuition and Costs:** $106,197

All costs listed are estimated. Admitted students are required to pay a $2,500 deposit to secure their place in the program. The deposit applies toward tuition payment.
Course Descriptions

GSBA-501 Role of the Manager (3 units)

Beginning with one week of online discussions, readings, activities and assignments and ending with a six-day residential intensive, this course kicks off the Marshall Online MBA. Students explore the fundamental roles of the manager and the process of thinking critically to solve business problems that leaders encounter. GSBA-501 also familiarizes students with managerial and strategic frameworks and helps them develop critical managerial communication skills. The course features team-building activities and culminates with a team competition during which students analyze and recommend solutions to a business problem of a prominent company or other organization.

Student Testimonials

Once I found out about the Marshall Online MBA, I stopped looking at other programs. I wanted to attend a highly regarded institution, study with and learn from high-performing people, and gain a full end-to-end understanding of business. The integrated curriculum was a big advantage and the real-world learning proved to be invaluable. It was incredible to me that what I learned in the program on Monday, I could apply at work on Tuesday.

Monique Halstead ‘17
Associate Director, Data Governance
Illumina

I’m a very technical person, so the technological component of online learning was very attractive to me. Because I work full time, I also needed the convenience. I didn’t expect to create such strong bonds through the Marshall Online MBA, but my classmates and I talked every day on WhatsApp, and we could hop online in just minutes for a group video discussion.

Our relationships with program faculty also were very close. They sought and were receptive to our feedback, making it feel more like a partnership. They adopted my suggestion for new videoconferencing software and then nominated me for the USC Order of the Torch award. I became one of just a few Marshall students to receive this honor, which was extremely special to me.

Samuel Rodriguez ‘17
Associate Director of Operations and Business Intelligence
Keck Medical Center Department of Surgery
**GSBA-505 Fundamentals of Business (10 units)**

*Online 15-week course and prerequisite for all other courses in the OMBA program*

Students learn to frame and analyze contemporary business problems using statistical evidence, economic principles, financial accounting concepts, and various analytical tools. The course incorporates these core subject areas—financial accounting, microeconomics, analytics and statistics, and virtual teams—into an overarching theme that explores the fundamentals of business. Students develop working strategies for analyzing and communicating fundamental business decisions.

**GSBA-535 Opportunity Recognition and Implementation (9.5 units)**

*Online 15-week required course*

Students explore multiple aspects of new venture management including how to identify and implement new business opportunities on a global scale. They also are introduced to tools and concepts needed to manage internal relations and operations. The course incorporates these core subject areas—entrepreneurship, organizational behavior/negotiations, and contract law—into an overarching theme that explores multiple aspects of new venture management. Students develop working strategies for effective entrepreneurial start-ups.

**GSBA-537 Managing Inside the Firm (9.5 units)**

*Online 15-week required course*

Students learn to streamline operations across functions in an organization. The course incorporates these core subject areas—managerial accounting, operations management, employment law, and statistics/analytics—into an overarching theme that explores the internal management of a company. Students develop working strategies for effective internal relations, data/financial analysis, and operations.

**GSBA-538 Managing Outside the Firm (9.5 units)**

*Online 15-week required course*

Students explore tools and strategies for effectively managing external resources to compete and grow in an international marketplace. The course incorporates these core subject areas—corporate finance, marketing strategy, internet analytics/social media, and communication—into an overarching theme that explores management of the company in terms of external relations/operations. Students develop working strategies for effective new product development and communication with key stakeholders.

**GSBA-539 Business Environment & Leadership (9.5 units)**

*Online 15-week required course*

Students are introduced to strategic analysis and decision making of the business environment and learn how to enable a company to thrive in a global economy. The course incorporates these core subject areas—macroeconomics, corporate strategy, financial markets, and analytics—into an overarching theme that explores the external environment of a company. Students develop strategies and skills to manage a company’s overall business environment.
Contact us today to learn more about the program, how to begin your application, and start your path toward becoming a Trojan.

(213) 805-3170
onlinemba@marshall.usc.edu
onlinemba.marshall.usc.edu