



2023

ANNUAL REPORT

The Office of
Global **P**rograms &
Partnerships

GLOBAL PROGRAMS & PARTNERSHIPS



FULL-SCALE | FULL-IMMERSION | FULL-CIRCLE

During the 2022-2023 academic year, Global Programs and Partnerships Office (**GPP**) successfully implemented full-scale global immersion programs. With the easing of COVID-19 regulations, both domestically and internationally, GPP fully resumed international travel for USC Marshall undergraduate and graduate programs.

After successfully operating non-credit undergraduate global programs in May 2022, GPP reinstated our signature programs this year. We reintroduced for-credit undergraduate short-term programs Learning about International Commerce (**LInC**), Global Leadership Program (**GLP**), Global Social Impact (**GSI**), and Transfer International Experience (**TIE**). These programs spanned semester-long course work, culminating in week-long travel abroad experiences.

Furthermore, we managed graduate global programs serving over 490 MBA students through **PRIME** and **PM GLOBE**. GPP also provided operational support for other graduate course trips such as Digital Strategies for Sustainability in Global Markets (**DSO 554**), Global Accounting Experience (**ACC 526**), Global Supply Chain in International Settings (**DSO 557a**), and Executive MBA's **ExPORT**. Additionally, we run the MBA International Exchange Program (**MBA IEP**).

1,041

TOTAL USC MARSHALL STUDENTS

330 UNDERGRADS | 711 GRADS | 21 PROGRAMS

Leveraging lessons learned during COVID-19's unprecedented times, we sharpened our abilities to assess potential risk factors, devise contingency plans, and implement alternative operations. Our proactive approach enabled us to quickly reconfigure programs, executing safe and meaningful global experiences. In addition to completing thorough risk assessments, our office collaborated closely with vendors, travel partners, and faculty to expose students to diverse industries and cultures. Overall, our overarching objective prioritizes ensuring students' health, safety, security, and successful global learning experiences.

UNDERGRADUATE PROGRAMS

LEARNING ABOUT InTERNATIONAL COMMERCE

125

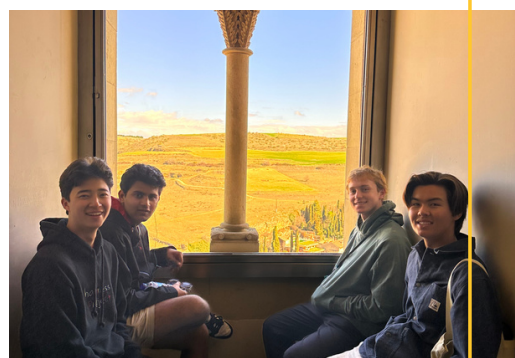
TOTAL PARTICIPANTS IN BUAD 104



LInC DUBAI

LInC Dubai, the first LInC program in the Middle East, received positive feedback from our first-year students. LInC Dubai students enjoyed learning about diverse topics including crypto currency, fashion, media, and NFTs. The group's favorite company visit was Nervora, a Middle East-based media company that has worked with renowned companies like VOGUE and WIRED. Students networked with speakers from various industries, valuing the speakers' personal stories, backgrounds, and career paths.

One LInC Dubai student highlighted that *"[LInC] Dubai was a once-in-a-lifetime experience that has helped me to mature, both as a young adult and businessman. [...] I am confident that my new knowledge will help me to face challenges and adapt to any situation that could come my way."*



LInC MADRID

LInC Madrid was another successful trip. Students enjoyed visiting a diverse set of companies and particularly appreciated their exposure to sustainability, innovation, impact investment, and entrepreneurship. Among the several organizations visited during their study tour, students most enjoyed the impact investment panel and Freshis, a Spanish startup focused on delivering fresh produce via their platform.

The student feedback highlighted that all students valued the presentations given by speakers during the trip. One student claimed, *"The company visits and presentations allowed me to understand the future of international business and develop a deeper understanding of the global marketplace."*



LInC SINGAPORE

Despite the humidity, LInC Singapore students enjoyed exploring and networking within Singapore. Students valued the companies and the speaker presentations.

One student stated that *"it was fascinating to visit companies from all scales and industries. Through the visits, we got insights into different perspectives and working cultures in Singapore, but also differences between each company."*

This year the students attended companies ranging from BDO, a full-service professional company, to Love, Bonito, an omnichannel womenswear brand. Overall, 100% of the students claimed that the LInC Singapore experience was both a valuable learning experience and enjoyable.

UNDERGRADUATE PROGRAMS

TRANSFER INTERNATIONAL EXPERIENCE



This year Transfer International Experience (TIE) students expanded their business education in Helsinki and Tallin. A total of 42 TIE students appreciated the opportunities for teamwork, company visits, and cultural learning. As a direct result of the program, TIE students reported a greater understanding of international business. One TIE student reflected on the experience with the following LinkedIn post:



Dorian Edwards • 3rd+
Student at University of Southern California



As I sat on the return flight from my trip with the Transfer International Experience (TIE), I had a moment to reflect. Our journey was not just about absorbing the culture, language, or visiting renowned businesses; it was about the intersection of these elements. This program with the [University of Southern California](#) provided us with the platform to explore, adapt, and most importantly, evolve, both personally and professionally. We had the opportunity to visit Helsinki Finland and Estonia, where we had various business trips and visited [Aalto University](#).

TOTAL PARTICIPATING STUDENTS IN BUAD 206:

10

SOPHOMORE

18

JUNIOR

14

SENIOR

UNDERGRADUATE PROGRAMS

GLOBAL SOCIAL IMPACT

52

TOTAL PARTICIPANTS IN BUAD 114

Global Social Impact (GSI) is a course offered to our first-year World Bachelor in Business (WBB) students. Throughout the semester, GSI students worked on a consulting project with social enterprises based in Peru.

WBB students had an unparalleled experience. Typically, the course concludes with students presenting their findings onsite. However, due to political and social unrest in Peru potentially posing threats to our GSI participants, we swiftly adapted and relocated GSI to Mexico City. Because of the program relocation, students virtually delivered recommendations to companies in Peru. This two-country model allowed them to not only engage in immersive learning in Mexico City, but also successfully complete their consulting projects with Peruvian field partners.



**I LOVED HAVING THE
OPPORTUNITY TO
INTERACT WITH PANELISTS
/ COMMUNITY MEMBERS /
SOCIAL ENTERPRISE
PARTNERS IN A MORE
INTIMATE SETTING.**

In Mexico City, students engaged with social enterprises, industry experts, community members, and large corporations. Social enterprises included MITZ, a nonprofit supporting women in vulnerable communities, and Isla Urbana, creators of sustainable rainwater capture systems. Students also toured PetStar, the world's largest food-grade recycling plant, and engaged with Coca Cola executives. Visiting small social enterprises and large corporations allowed students to gain diverse insights and perspectives.



UNDERGRADUATE PROGRAMS

GLOBAL LEADERSHIP PROGRAM

The 2023 Global Leadership Program (GLP) reached record participation. With a class size of 111, this year's cohort ventured to two different locations. In March, half of the 2023 cohort traveled to Bangkok, while the other half visited Sydney in May.

In Bangkok, the students thoroughly enjoyed navigating the city and networking with both USC alumni and Thai professionals. Fully 100% of our GLP Bangkok participants agreed that as a result of taking GLP, they have greater understanding of how to effectively lead across cultures in business.

111 TOTAL
PARTICIPANTS
IN **BUAD 102**

Our GLP Sydney participants also returned with positive feedback and a stronger global outlook on business. All students reported that following their GLP experience in Sydney, they gained a greater understanding of how global issues impact leadership and how socioeconomic, political, and cultural differences inform business decisions and practices.

As a whole, the 2023 GLP cohort reported that the program helped them better understand global leadership and provided them with a better understanding of international business. A common theme among students' experience abroad was their appreciation for the diverse industries and business models encountered. Additionally, they admired the speakers' sincerity and enjoyed hearing about their growth and personal journeys. One GLP student commented, ***"The overall main message [is] that opportunity exists abroad and can be capitalized on by business leaders with a global mindset."***

GRADUATE PROGRAMS

GPP plays a multifaceted role within Marshall, supporting various graduate global programs in crucial areas, including visa operations, compliance, and risk assessment. This includes the required courses, Global Supply Chain in International Settings (**DSO 557a**), and the Executive MBA's **ExPORT** program. Additionally, GPP assists with elective courses Digital Strategies for Sustainability in Global Markets (**DSO 554**) and Global Accounting Experience (**ACC 526**). The numbers showcased below represent the total number of students that traveled in each program.

19

DSO 554 included an experiential learning trip to Copenhagen, where MS and MBA students worked on a consulting project.

As part of the **ACC 526** course, Leventhal MS students learned about accounting in a global context while in Tokyo, Osaka, and Taipei.

20

98

Through **DSO 557a**, MS in Global Supply Chain Management (MSGSCM) students engaged in a week-long experiential trip to Singapore and Malaysia. They learned from local experts, toured companies and infrastructure projects, and conducted research and presentations.

Executive MBAs are also required to participate in an experiential learning course, **ExPORT**. This year ExPORT students traveled to Bangkok for a week-long opportunity to visit companies and meet with business leaders.

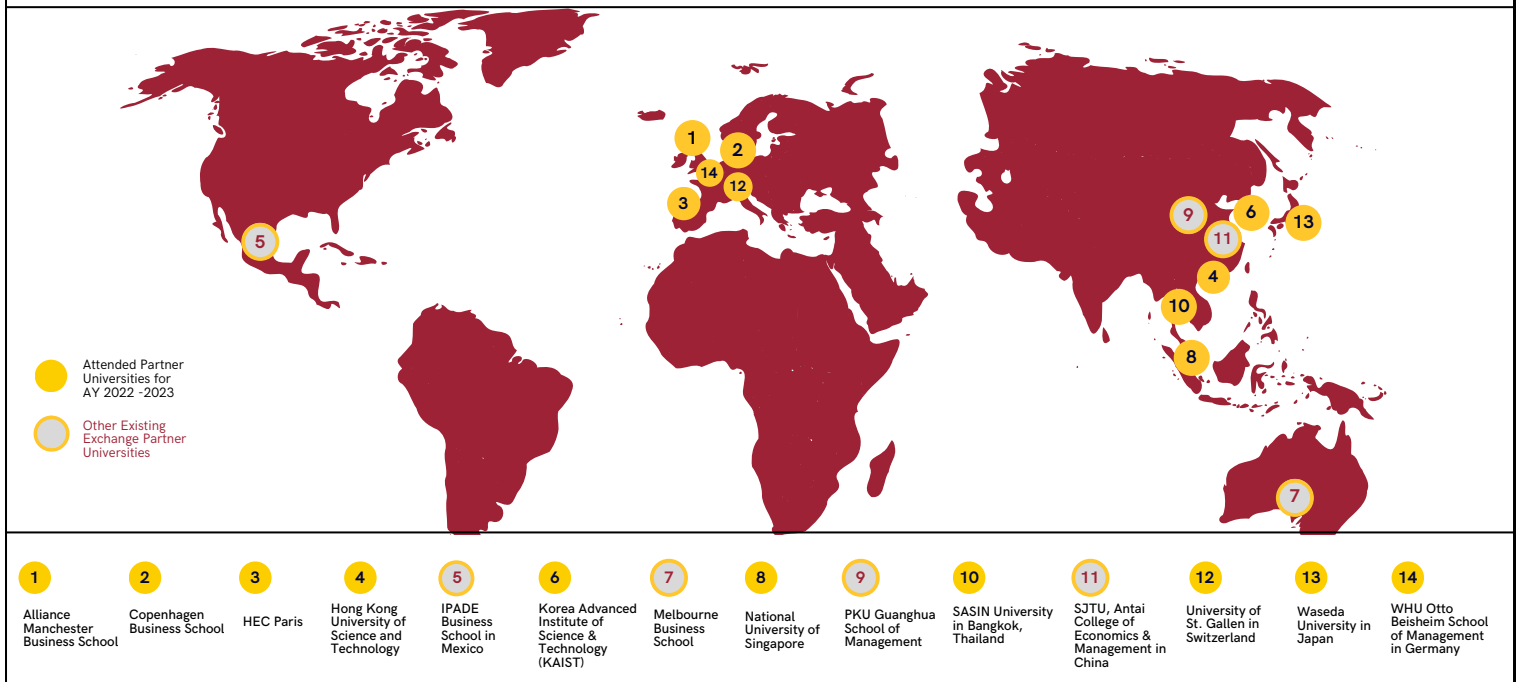
54

GRADUATE PROGRAMS

Our **Marshall MBA International Exchange Program (IEP)** offers full-time and part-time MBA students the opportunity to study abroad with 1 of our 14 partner institutions. Since its establishment in 1992, our relationships and exchange partnerships have grown and flourished. The 2022-2023 academic year stands as a testament to this with numerous participants welcomed by both international partners and Marshall.

Between Fall 2022 and Spring 2023, we hosted eleven International Fellows from eight different partner universities. Additionally, seven Marshall Fellows also participated in successful exchanges.

MBA INTERNATIONAL EXCHANGE PROGRAM (IEP)



Our Marshall student participants rated their experiences highly, one stating that they would strongly recommend MBA IEP as “an invaluable way to experience another country and culture.” An International Fellow reflected, “[IEP] was a great balance between an academic experience and traveling/getting to know a city [...]. [I] met great people and [had] great networking opportunities.”

GRADUATE PROGRAMS

GSBA 582 PM GLOBE

309

TOTAL PARTICIPANTS IN PROGRAM

The return of PM GLOBE blended two MBA.PM cohorts – 2nd and 3rd years. This fostered a sense of camaraderie across different class years as students traveled to five separate global destinations: London, Madrid, Melbourne, Seoul, and Singapore. This special circumstance doubled the typical number of student participants and group sizes, creating a unique and more diverse cohort.

Throughout the academic year, PM GLOBE students participated in both country-specific class sessions and project-related sessions, followed by a week-long overseas trip. During their trip abroad, students visited various organizations, networked among executives, and examined the impacts of economic, financial, political, social/cultural, institutional, and environmental factors on global markets. Post-trip, PM GLOBE culminated in final presentations analyzing how country-specific problems affect a business' development.



LONDON



MADRID



MELBOURNE



SEOUL



SINGAPORE

This year, we introduced a new structure to the five-day in-country schedule. While the program trip still revolved around company visits and engaging with business leaders, we incorporated a day solely dedicated to field research. This enabled student teams to delve into local business markets, experience the city from a business perspective, and enrich their project findings.



GRADUATE PROGRAMS

GSBA-580 PRIME



193

TOTAL PARTICIPANTS

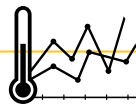
After a two-year COVID hiatus, the revival of PRIME was much anticipated by the full-time MBAs. Serving as a significant milestone in their two-year program, PRIME enabled students to further enrich their understanding of global business, apply problem-solving skills, and foster deeper connections with their classmates.

PRIME incorporated both class sessions and global experiential learning. Students focused on analyzing emerging business trends, models, and technologies and how they might affect specific business industries. Following on-campus courses, students spent a week abroad in either **Melbourne**, **Seoul**, or **Singapore**. PRIME students leveraged their classroom knowledge to actively engage in company visits, expand their global networks, and examine the implications of country-specific business challenges.

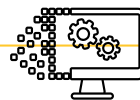
A major component of the course group project had teams expand in specific industries as they delved into one of these four themes:



**IMPACT OF
EVOLVING TRADE
RELATIONS**



**SUSTAINABILITY
& CLIMATE
CHANGE**



**INNOVATION &
DIGITIZATION**



**IMPACT OF
CULTURE, SOCIAL
STRUCTURES, &
REGULATORY
REGIMES**

THANK YOU

FACULTY HIGHLIGHT

Our programs would not be successful without the expertise and commitment of our faculty and staff leading the courses.

Thank you for your continued support and dedication to advancing global business education.



Scott Abrams

PRIME Singapore

Associate Professor of Clinical Business Communication & Academic Director, FT MBA



Baizhu Chen

PM GLOBE Seoul | PRIME Seoul | ExPORT Bangkok

Professor of Clinical Finance and Business Economics



Joseph Nunes

PM GLOBE Singapore | PRIME Singapore

Professor of Marketing



Rahsan Akbulut

PM GLOBE Madrid

Associate Professor of Clinical Finance and Business Economics & Academic Director, MBA PM



Omar El Sawy

DSO 554 Copenhagen

Kenneth King Stanier Professor of Business Administration, Professor of Data Sciences & Operations



Michael Paranal

PM GLOBE London

Assistant Professor of Clinical Accounting



Jolanta Aritz

TIE Helsinki/Tallinn

Professor of Clinical Business Communication



Gerald Giaquinta

GSI Peru/Mexico City

Professor of Clinical Business Communication & Academic Director, World Bachelor in Business



Julia Plotts

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Chris Bresnahan

PM GLOBE Seoul

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Professor of Clinical Management and Organization



Dawn Porter

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Tyrone Callahan

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Andreas Simon

LInC Madrid

Professor of Clinical Accounting



Peter Cardon

PRIME Seoul

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Stephen Lind

LInC Singapore

Associate Professor of Clinical Business Communication



Shiing-Wu Wang

ACC 526 Taipei/Osaka/Tokyo

Associate Professor of Accounting



Dasu Sriram

PRIME Melbourne

Professor of Data Sciences and Operations & Director, International Experiential Learning Programs

OUR TEAM



ANAKKARAT BARTH
Director



AUM LEONARD
Associate Director



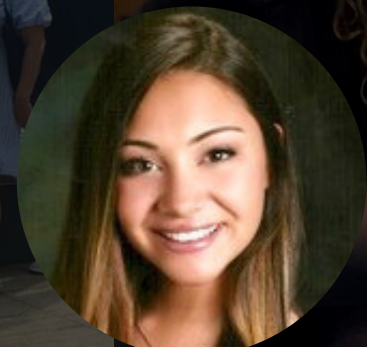
**JEANETTE
VILLANUEVA-PADILLA**
Business Administrator



NORA MENDEZ
Assistant Director



SANDRA PARADA
Assistant Director



SOPHIA ASCHIERIS
Program Coordinator

THE OFFICE OF GLOBAL PROGRAMS & PARTNERSHIPS

This year, GPP prioritized extending the highly sought-after international travel experience to the entire Marshall population. To achieve this, we resumed all global immersion programs, ensuring every student the opportunity to engage in valuable global learning opportunities.

GPP is proud to offer a comprehensive range of programs, providing invaluable global exposure to our future business leaders. However, we recognize that risks and threats are ever-evolving. As we approach the next year, we are committed to staying ahead by continuously implementing innovative and captivating programs.