



GLOBAL PROGRAMS & PARTNERSHIPS

ANNUAL REPORT

2024

AY 2023-2024

USC Marshall

School of Business
Global Programs and Partnerships

GPP WEBSITE

<https://students.marshall.usc.edu/current-students/marshall-global-programs-and-partnerships>



GLOBAL PROGRAMS & PARTNERSHIPS

As the world evolves, so does USC Marshall's Office of Global Programs and Partnerships (GPP). Throughout the 2023-2024 academic year, GPP successfully expanded and evolved our international programs.

GPP STATS

For AY 2023 - 2024

840+

Program Participants

560+

Graduate Participants

280+

Undergrad Participants

34 

Program Locations



EXPANDING | EVOLVING
DISCOVERING MORE...

This globe icon indicates program expansion updates.

This year, undergraduate students participated in a variety of faculty-led programs designed to enrich their business education. These programs included Learning about International Commerce (LInC), Global Leadership Program (GLP), Global Social Impact (GSI), and Transfer International Experience (TIE). Each of these programs combined semester-long coursework with immersive travel abroad experiences.

GPP's graduate global programs served MBA students through PRIME and PM GLOBE. In addition to our signature MBA global programs, our office also supports other graduate course trips including 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 manage the MBA International Exchange Program (MBA IEP), further offering opportunities to study at top business institutions worldwide.

The 2023-2024 academic year offered students transformative learning experiences across many international contexts. This year, GPP focused on expanding our programs to new countries, emphasizing project-based learning, and increasing networking opportunities. In addition to enriching the educational experience, each refinement better prepared our students for the global business environment.

BUAD 104, Learning About International Commerce (**LInC**), is a semester-long elective offered to first-year business and accounting students. As an experiential learning program, LInC enhances students' global competence and understanding of international business practices. The highlight is a week-long trip, providing students the opportunity to apply theoretical knowledge in real-world contexts, engage with global business leaders, and gain a deeper understanding of the global marketplace.

LEARNING ABOUT INTERNATIONAL COMMERCE

141 TOTAL PARTICIPANTS

18 NATIONALITIES REPRESENTED

5 TRAVEL DESTINATIONS



Survey Insights | LInC Program:
 This year, GPP redesigned the LInC program questionnaire to gather data on skills students reported gaining or improving. *With an approximate 94% response rate, these are the results of the top four skills.*



DUBAI

Students enrolled in LInC Dubai particularly valued learning about technological advancements, especially the integration of artificial intelligence in businesses such as Mastercard and Johnson & Johnson. Leveraging USC alumni connections, students also visited The Bureau, a coworking space, and Shahid, a streaming platform. These company visits not only facilitated networking opportunities with industry leaders and fellow alumni, but also enhanced students' understanding of diverse business landscapes.

MADRID

This year's LInC Madrid featured challenges tied to each company visit, prompting students to create an AI driven initiative or create a product, service, or experience appealing to a specific customer segment. Concurrent workshops on creative thinking, customer journey, and business model canvas, helped students navigate challenges and refine their final presentations. These program experiences led to students reporting improved critical thinking skills.



SEOUL

LInC Seoul participants gained valuable insights from speakers across various industries, including tech, digital entertainment, beauty, sustainability, and the automotive industry. This exposure, highlighted by the students, broadened their understanding of how innovation and culture drive global businesses. Visits included Korean Air, Samsung, Collab Asia, Gangnam Unni, and the USC Alumni panel, all of which contributed to students reporting an increase in networking skills.



For the first time in LInC history, students traveled to Seoul, South Korea.

SINGAPORE

In Singapore, LInC students appreciated business leaders' insights on overcoming adversity and challenges while building their businesses. Specifically, one student highlighted the key lesson: *"it's okay to fail because failure teaches you how to be successful."* Overall, visits to PSA International, Love Bonito, Disney, and Mr. Bucket enriched the students' understanding of professional and personal growth in the face of challenges, particularly in a global context.



TOKYO

For the first time since 2019, GPP reinstated Tokyo as a LInC destination. Key highlights noted by students included discussions on consumer behavior and Japan's work culture. After meetings with various companies such as Nissan Tochigi, CASETiFY, and Panasonic Connect, students reported heightened cultural awareness and deeper understanding of the Japanese market.



"These visits expanded my perspective and taught me that international business is about learning the culture and customs of a country whilst understanding consumers and their dynamic needs."

ELLA RUSSO

LInC TOKYO PARTICIPANT

GLOBAL SOCIAL IMPACT



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 *Mexico City*. This year, in-person meetings with field partners were the highlight of the trip.

45 TOTAL PARTICIPANTS



Historically, in-person meetings took place in May and consisted of final presentations. However, with this year's trip in March, WBB students were thrilled to meet their field partners in person and do a mid-point check-in.

PROJECT HIGHLIGHTS

Field partner visits provided students with firsthand insights into the business model, business operations, and products. Additionally, students gathered feedback and identified areas for improvement. This engaging environment fostered growth and learning, leading to more polished and impactful final presentations.

Cerrando el Ciclo

Students conducted a benchmark analysis and created a social media marketing strategy for Cerrando el Ciclo. Students simultaneously developed short and long-term community outreach plans to enhance the company's audience engagement.

Oyameles

While in Mexico City, students collected firsthand insights and conducted customer interviews to develop Oyameles' value proposition. Additionally, they designed a website wireframe to effectively convey this value proposition.

Pixza

Students collaborated with Pixza to develop a comprehensive go-to-market strategy for the brand's entry into the U.S. market. This strategy incorporated their learnings from consumer behavior analysis and an examination of the competitive landscape.

Rutopia

Students partnered with Rutopia to create a ChatGPT-4 bot, utilizing data from Rutopia's 60 providers. Their goal was to provide an efficient, user-friendly, and scalable solution to enhance user interaction and facilitate future updates.

Course Insights:

The Global Leadership Program (**GLP**), offered by invitation only, is a cohort-based program designed for first-year business students.

GLOBAL LEADERSHIP PROGRAM



GLP includes two courses:

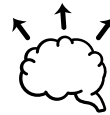
BUAD 101

Freshman Leadership Seminar in the fall semester.

BUAD 102

Global Leadership Seminar in the spring semester.

64 TOTAL PARTICIPANTS



Discovering More...

After studying global leadership and business practices, the program concludes with a visit to Thailand. In country, **students tour companies and engage with executives and alumni.**



Expanding

This year, students explored business markets in both Bangkok and, **for the first time, Chiang Mai.**



Evolving

After participating in GLP and visiting Thai companies like Thai Union, Ocean Glass, CP Group & True Digital Park, Oasis Spa Lanna, and SCG Packing, **all students reported a deeper understanding of international business.**

THE MOST VALUABLE ASPECTS OF PRESENTATIONS AND COMPANY VISITS IN THAILAND OFTEN INCLUDED GAINING INSIGHTS INTO THE LOCAL BUSINESS PRACTICES, CULTURAL NUANCES IMPACTING BUSINESS OPERATIONS, OPPORTUNITIES FOR NETWORKING WITH INDUSTRY LEADERS, AND DISCOVERING INNOVATIVE APPROACHES TO CHALLENGES IN THE MARKET.



TRANSFER INTERNATIONAL EXPERIENCE

33 TOTAL
PARTICIPANTS



*This year TIE students traveled to **Vilnius, Lithuania**, breaking new ground for both the program and GPP.*

Course Insight:

BUAD 206, Transfer International Experience (**TIE**), is a course for upper-level students who transferred into Marshall or Leventhal. The course focuses on developing a global mindset through hands-on experiential learning.

Program Reflection:

TIE students valued opportunities to learn from company executives, network at the US Ambassador's residence, and collaborate with MBA students from ISM University of Management and Economics. These experiences further enriched students' cross-cultural understanding and professional development.



Chase Marshall
Student at USC Marshall School of Business



What an incredible trip to Lithuania with the [USC Marshall School of Business](#)!

As part of the TIE program, I had the privilege of experiencing global diplomacy firsthand at the [U.S. Embassy Vilnius, Lithuania](#). Ambassador Kara McDonald graciously opened her private residence for an incredible networking event with the [American Chamber of Commerce in Lithuania](#) and students from [USC Marshall School of Business](#). From engaging conversations with diplomats to playing badminton in the beautiful garden, the evening was full of memorable experiences. Thank you [Zivile Sabaliauskaite](#) for making this possible!

In addition to the embassy visit, we had the opportunity to connect with industry leaders and explore the business landscape in Vilnius. A special thanks to [Shift4 Payments Lithuania](#), where we engaged in insightful discussions about their operations and global business strategies. This visit not only provided a platform for educational dialogue but also fostered valuable connections between future industry leaders and the Shift4 team.

I also had the pleasure of consulting with [Stephen G.](#), from [ISM University of Management and Economics](#), over the course of this semester, on his project to transition communities to renewable energy. [Carlos Castaneda](#) and I engaged deeply with Stephen and gained tremendous insights into clean energy and sustainability. This collaboration was a fantastic opportunity to understand innovative yet practical approaches to renewable energy.

This trip has been an invaluable opportunity to further develop a global mindset, understand the nuances of international business, and build lasting relationships.

Also, a heartfelt thank you to Professor [Jolanta Aritz](#), [Hannah Neal](#), and [Krystle Zhang](#) for their support and mentorship throughout this journey.

[#USC](#) [#MarshallTIE](#) [#USCMarshallGlobalPrograms](#) [#Lithuania](#)

GRADUATE PROGRAMS



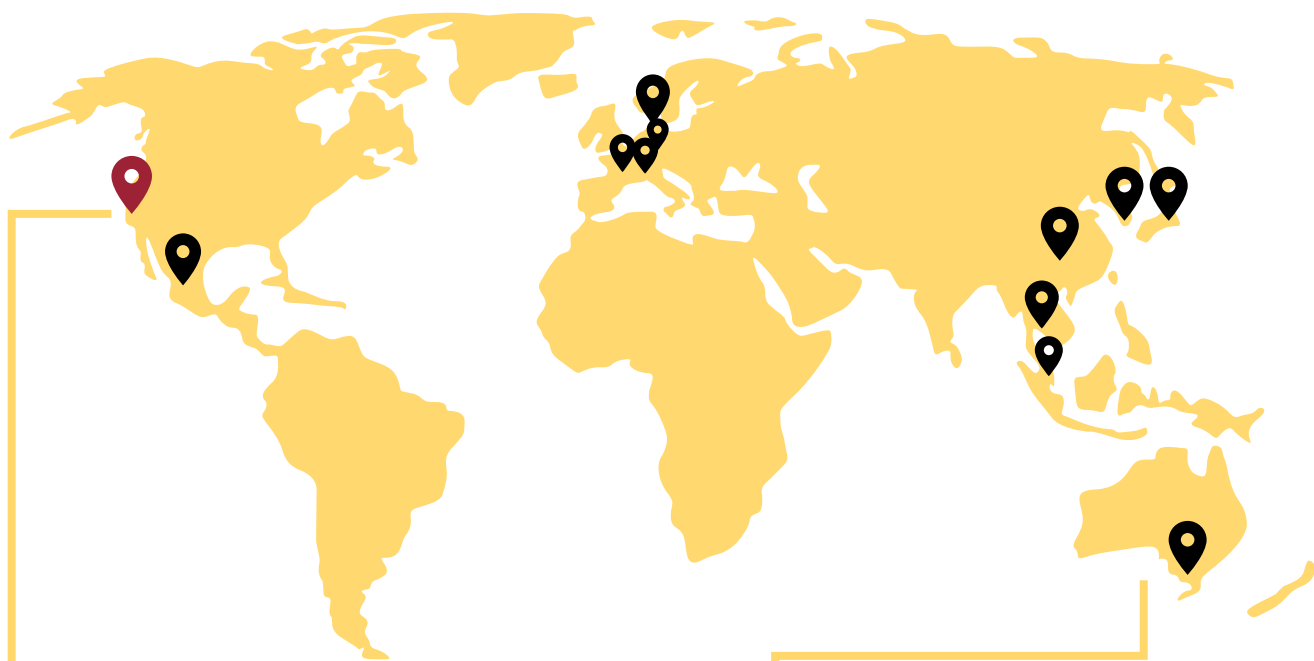
GPP provides essential support to several graduate global programs in key areas such as [visa operations](#), [compliance](#), and [risk assessment](#).

PROGRAM	DESTINATION	COURSE INSIGHT
<ul style="list-style-type: none"> • ACC 526 • Global Accounting Experience • Elective course open to Leventhal MS students 	<p>Tokyo and Osaka, Japan and Seoul, S. Korea</p> <p>33 TOTAL PARTICIPANTS</p>	<p>With an international focus, the course exposes students to accounting principles, cross-border transactions, legal and tax frameworks, economic and political systems, and cultural dynamics.</p>
<ul style="list-style-type: none"> • DSO 554 • Digital Strategies for Sustainability in Global Markets • Elective course offered to MS and MBA students 	<p>Copenhagen, Denmark</p> <p>17 TOTAL PARTICIPANTS</p>	<p>Denmark's forward-thinking sustainability initiatives, coupled with advancements in digitization and emphasis on human perspectives, create an ideal environment for student learning.</p>
<ul style="list-style-type: none"> • DSO 557a • Global Supply Chain Management in International Settings • Required course for MS in Global Supply Chain Management students 	<p>Ho Chi Minh City, Vietnam</p> <p>124 TOTAL PARTICIPANTS</p>	<p>The week-long experiential trip enables students to explore global logistics infrastructures by engaging with local experts, participating in company and project tours, and conducting independent research.</p>
<ul style="list-style-type: none"> • GSBA 570 • ExPORT • Required course designed for Executive MBAs (EMBA) 	<p>Ho Chi Minh City, Vietnam and Singapore</p> <p>61 TOTAL PARTICIPANTS</p>	<p>By providing access to global executives, this week-long experiential course bridges the gap between academia and industry, ultimately preparing students for professional advancement.</p>

 *For the first time in ExPORT history, EMBA 38 traveled to Ho Chi Minh City, Vietnam and Singapore.*

MBA INTERNATIONAL EXCHANGE PROGRAM

The **MBA** International Exchange Program (**IEP**) allows USC Marshall Full-Time MBA and MBA.PM students to participate in either a semester-long study abroad experience or a short-term business education program. Through partnerships with some of the most prestigious business universities, IEP offers students invaluable exposure to diverse cultures and educational practices.



In 2023-2024, we hosted twelve International Fellows representing seven countries from the following partner universities:

1. Copenhagen Business School, *Denmark*
2. Korea Advanced Institute of Science & Technology (KAIST), *South Korea*
3. Melbourne Business School, *Australia*
4. National University of Singapore, *Singapore*
5. Peking University Guanghua School of Management, *China*
6. Sasin School of Management, *Thailand*
7. Shanghai Jiao Tong University Antai College of Economics and Management, *China*
8. Waseda University, *Japan*
9. WHU Otto Beisheim School of Management, *Germany*



Additionally, GPP facilitated semester exchanges with eleven Marshall Fellows through the following partners:

1. Copenhagen Business School, *Denmark*
2. HEC Paris, *France*
3. Korea Advanced Institute of Science & Technology (KAIST), *South Korea*
4. Melbourne Business School, *Australia*
5. Sasin School of Management, *Thailand*
6. University of St. Gallen, *Switzerland*



GPP also reinstated its short-term program with IPADE, Universidad Panamericana's business school in Mexico. This year, one student participated in IPADE's program, Doing Business in Mexico.

Overall, USC Marshall's MBA IEP experienced increased student participation and expanded its network of active partnerships.

GSBA 582 - PM GLOBE

Course Insights:

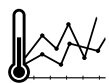
GSBA 582, the Global Context & International Business (**PM GLOBE**) remains the capstone project-based course for our Part-Time MBA students. This year, students ranked four options – Seoul, Singapore, the reintroduction of Tokyo, and a new section titled LA(TAM).



In the traveling sections, student teams presented on one of the following themed projects:



Trade Relations



Sustainability & Climate Change



Innovation & Digitization



Culture, Social Structures, & Regulatory Regimes

During their trips, students engaged with international business leaders from various industries. These experiences helped students apply newly acquired knowledge to refine their research and elevate final presentations.



SEOUL



SINGAPORE



TOKYO

115 TOTAL PARTICIPANTS

88 TRAVELING PARTICIPANTS

3 TRAVEL DESTINATIONS



Discovering More...

The introduction of LA(TAM) expanded global exposure through remote project-based learning, leveraging connections with international businesses.

27 ENROLLED PARTICIPANTS

While based in Los Angeles, LA(TAM) students collaborated with Latin American companies to complete hands-on consulting projects. Through these remote projects, students gained meaningful learning experiences by directly engaging with overseas companies.

LA(TAM) students collaborated on consulting projects with the following sponsoring firms:

- Aguagente | Based in Mexico
- Seenka | Based in Mexico
- Stämm | Based in Argentina



BANGKOK



HO CHI MINH CITY



HONG KONG



SEOUL



SINGAPORE



TOKYO

GSBA 580 - PRIME

GSBA 580, The Global Context of Business (**PRIME**), integrates business frameworks into a comprehensive global experience for Full-Time MBA students. After studying a country's social, economic, political, and cultural climate, students collaborated with local and global businesses to produce essential solutions.



Expanding

This year, PRIME courses reestablished hands-on consulting projects. Students applied core class concepts to analyze how emerging global trends, business models, and technologies reshape industries and society.

This return to company projects highlights GPP's dedication to offering students valuable learning experiences, emphasizing the benefits of collaborating directly with international companies.



While in-country, students leveraged their international business acumen to collaborate with companies, conduct research, and present recommendations tailored to their clients' needs.

188 TOTAL PARTICIPANTS

24 NATIONALITIES REPRESENTED




THE TROJAN NETWORK


Alumni Acknowledgement

Both undergraduate and graduate student groups highlighted the invaluable insights and guidance gained through networking with USC alumni.

Thank you to all our participating alumni for your generous support and taking the time to meet with our students. Your contributions have not only enriched the experiences of our students, but have also strengthened the bond within our alumni network.



Olivia Jin
Business Administration at USC



Reflecting on this transformative experience, I am reminded once again of the boundless opportunities and connections that define the Trojan network. Here's to the continuous spirit of collaboration and learning that has no borders, geographically AND culturally!

LInC SEOUL PARTICIPANT

FACULTY HIGHLIGHT

THANK YOU to the faculty and staff who led our programs. Your dedication and expertise have been instrumental in shaping our students' experiences. We are grateful for your commitment to global business education and academic excellence.



Scott Abrams
PRIME Hong Kong
Associate Professor of Clinical Business Communication & Academic Director, FT MBA



Omar El Sawy
DSO 554 Copenhagen
Kenneth King Stanier Professor of Business Administration, Professor of Data Sciences & Operations



Hiroshi Ochiumi
PRIME Tokyo
Associate Professor of Clinical Data Sciences & Operations



Jolanta Aritz
TIE Vilnius
Professor of Clinical Business Communication



Gerald Giaquinta
GSI Mexico City
Professor of Clinical Business Communication & Academic Director, World Bachelor in Business



Marion Philadelphia
GSI Mexico City
Professor of Clinical Business Communication & Academic Director, Business of Cinematic Arts Program



Arvind Bhambri
ExPORT Ho Chi Minh City/Singapore
Associate Professor of Management and Organization



Veronica Yijia Guo
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Associate Professor of Clinical Business Communication



Julia Plotts
GLP Bangkok/Chang Mai
Professor of Clinical Finance and Business Economics & Academic Director, MS Finance



Courtney Brunious
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Rebecca Heino
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Nick Vyas
DSO 557a Ho Chi Minh City
Associate Professor of Clinical Data Sciences & Operations & Academic Director, MS Global Supply Chain Management



Baizhu Chen
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Joseph Nunes
PM GLOBE Singapore | PRIME Singapore
Professor of Marketing



Shiing-Wu Wang
ACC 526 Seoul/Osaka/Tokyo
Associate Professor of Accounting



Sriram Dasu
PM GLOBE LA(TAM)
Professor of Data Sciences and Operations & Director, International Experiential Learning Programs

22 FACULTY MEMBERS

THANK YOU!

GPP TEAM



GPP's fourth annual report features team members' personal travel photos for the first time.



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 2023–2024 academic year showcased **The Office of Global Programs and Partnerships'** commitment to broadening site locations and enriching program content. Through immersive learning experiences, cross-cultural exchanges, and collaborations with top international institutions, USC Marshall GPP provides students with the skills and knowledge necessary to thrive in a globally interconnected world. The success of these efforts is a testament to our dedication to fostering global competence, cultural humility, and excellence in business education.

USC Marshall GPP remains committed to ongoing improvement through continued collaboration with faculty and administration. While also considering student feedback, GPP prides itself in anticipating and meeting student needs with a proactive approach. We will continue enhancing our programs, ensuring we equip future business leaders to effectively address ever-evolving demands of the business world.

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