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
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.

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**

- **Total Participants**: 141
- **Nationalities Represented**: 18
- **Travel Destinations**: 5

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.

- Critical Thinking: 88%
- Cross-Cultural Collaboration: 87%
- Cross-Cultural Communication: 92%
- Cultural Intelligence: 95%

**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.

**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.
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.

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 (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.

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.

**45 TOTAL PARTICIPANTS**

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.

**PROJECT HIGHLIGHTS**

- **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.
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.

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

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 Krystie Zhang for their support and mentorship throughout this journey.

#USC #MarshallTIE #USCMarshallGlobalPrograms #Lithuania
**GPP** provides essential support to several graduate global programs in key areas such as *visa operations*, *compliance*, and *risk assessment*.

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<th>PROGRAM</th>
<th>DESTINATION</th>
<th>COURSE INSIGHT</th>
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<tr>
<td>ACC 526</td>
<td>Tokyo and Osaka, Japan and Seoul, S. Korea</td>
<td>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.</td>
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<tr>
<td>DSO 554</td>
<td>Copenhagen, Denmark</td>
<td>Denmark’s forward-thinking sustainability initiatives, coupled with advancements in digitization and emphasis on human perspectives, create an ideal environment for student learning.</td>
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<tr>
<td>DSO 557a</td>
<td>Ho Chi Minh City, Vietnam</td>
<td>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.</td>
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<tr>
<td>GSBA 570</td>
<td>Ho Chi Minh City, Vietnam and Singapore</td>
<td>By providing access to global executives, this week-long experiential course bridges the gap between academia and industry, ultimately preparing students for professional advancement.</td>
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*For the first time in ExPORT history, EMBA 38 traveled to Ho Chi Minh City, Vietnam and Singapore.*
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.

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

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
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.

188 TOTAL PARTICIPANTS

24 NATIONALITIES REPRESENTED

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

CONTACT US:

Offical Address
3670 Trousdale Pkwy, Bridge Hall (BRI) 104
Los Angeles, CA 90089

Email Address
globalprograms@marshall.usc.edu

Phone Number
+1 (213) 740-1875

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

Visual Design By: Sandra Parada