



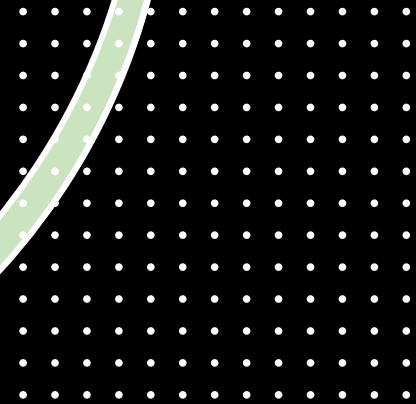
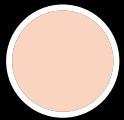
Intro to Marshall Undergraduate Emphases

Marshall Office of Undergraduate Advising

Wednesday, September 25, 2024

5:15-6:15pm

ACC 310 or ZOOM



Hello! 😊 *from Marshall Undergraduate Advising*



Tina M. Nguyen
Assistant Director



Christina Cruz
Academic Advisor



Diana Juarez Zagal
Academic Advisor



**ENTREPRENEURSHIP
AND INNOVATION**



**LEADERSHIP
AND INNOVATION**



**BUSINESS
ANALYTICS**



**RISK
MANAGEMENT**



MARKETING



COMMUNICATION



**REAL ESTATE
FINANCE**



FINANCE

Marshall Undergraduate Emphases



**INTERNATIONAL
RELATIONS**

General Business Administration Degree

- 12 units of [Marshall upper division electives](#) (MUDE) of coursework between levels 300-499 in Accounting, Entrepreneurship, Business Communication, Data Science, Finance, Marketing, Management, or Risk Management
- Provides more flexibility to take courses across different areas of interest

Marshall Undergraduate Emphasis

- 12 units of Marshall upper division electives of coursework between levels 300-499 in specific area of interest; **Please note:** Real Estate Finance (16 units), Risk Management (16 units), and International Relations (24 units and 12 units of MUDE) are the three emphases that are heavier in units
- Provides opportunity to go more in depth and gain expertise in **one** specific area of interest

Marshall Undergraduate Emphasis

- Part of major curriculum and required coursework for Business Administration degree
- Allows students to gain expertise in one specific area of interest
- Can pursue only one emphasis

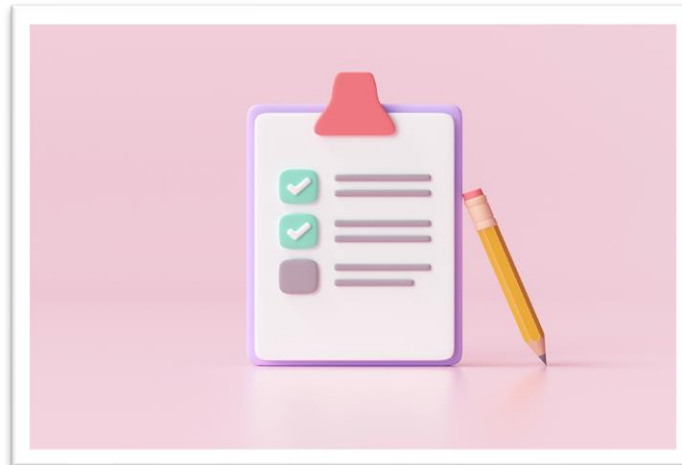
Minor

- Allows students to explore additional academic interest(s) and requires additional coursework typically ranging between 18-30 units
- Minors typically need to be housed outside of Marshall unless it is an [interdisciplinary Marshall minor](#)
- Can pursue both emphasis and minor, if interested

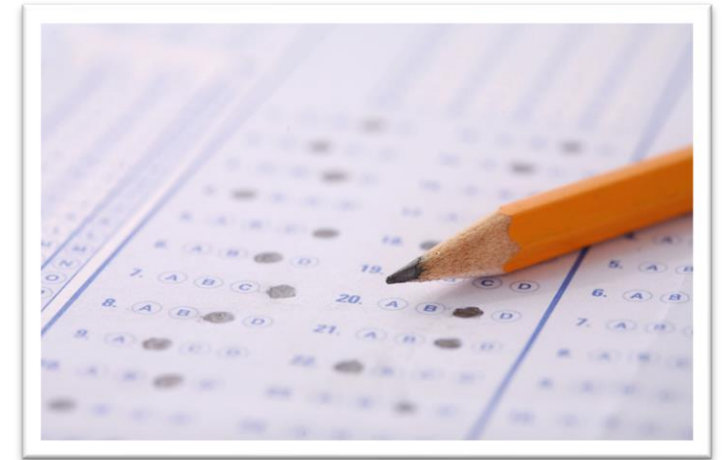
Marshall Undergraduate Emphases Life Cycle



explore emphases through business core courses
and/or gateway courses



meet all requirements



complete emphasis declaration
application to declare

Requirements for Marshall Undergraduate Emphases Declaration



Sophomore standing (minimum of 32 completed units)



One semester in residence at USC



Complete gateway course for respective emphasis



Declaration is not automatic – must complete emphasis declaration application prior to last day of class of final semester

Key Considerations for Marshall Undergraduate Emphases



Students can only declare one Marshall undergraduate emphasis



Undergraduate emphasis **does not** reflect on students' diploma, only reflects on degree progress records (i.e. STARS report)



Requires declaration by completing emphasis declaration application

Marshall Undergraduate Emphases Resources

- [Marshall Undergraduate Advising Emphases Website](#)
- [Emphasis Declaration Application](#)
- Business core courses/gateway course professors
- Designated faculty elective advisors
- Spring 2025 Emphases Event – opportunity to connect with faculty

Emphases Website Walkthrough

USC Marshall Undergraduate Emphases

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USC Marshall's undergraduate business specializations provide unique value for students seeking to turn their ideas into outcomes in the rapidly evolving 21st-century global marketplace.

The Emphases, introduced in Fall of 2021, are optional specializations for undergraduates within the Business Administration (BUAD) degree program, complement the renowned joint, interdisciplinary programs and specialized degrees to elevate an approach that prepares students for the real world, right now.

[View our General FAQs about Business Emphases](#)

Business Administration Emphases

<https://tinyurl.com/MarshallUndergradEmphases>

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[click here to access FAQs – read me!](#)

Business Administration Emphases

General FAQs about Business Emphases

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The FAQs **only** apply to the Emphases in Business Analytics, Communication, Entrepreneurship & Innovation, Finance, Leadership & Innovation, Marketing, Real Estate Finance, and Risk Management.

Do students need to receive a specific grade in the required course, and is there a minimum overall GPA required for students to declare the emphasis? +

Are there any restrictions on how many students will be admitted to each Emphasis? +

When can students declare an Emphasis? +

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General FAQs about Business Emphases

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click to expand and view answers of each FAQ

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There is no grade requirement for the required course or GPA requirement to declare the Emphasis, but keep in mind students need a minimum 2.0 overall cumulative GPA and 2.0 GPA in upper division courses applied to their major to meet graduation requirements. We do strongly recommend students to assess their interest in the Emphasis area and other emphases options.

- Hide

Are there any restrictions on how many students will be admitted to each Emphasis? +

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[Leventhal](#)

[Marketing & Business Analytics](#)

Business Administration Emphases



BUSINESS ANALYTICS

Data-driven decision making

Business Administration with an emphasis in **Business Analytics** teaches students analytical and hands-on skills to aid data-driven decision making, execution, and evaluation.

This emphasis is STEM eligible.

[Learn More](#)



COMMUNICATION

Communication skills to achieve professional goals

Business Administration with an emphasis in **Communication** provides students with the skills deemed most desirable by employers across all industries and fields to drive individual success as an employee, colleague, and workplace leader.

This emphasis is STEM eligible.

[Learn More](#)



ENTREPRENEURSHIP AND INNOVATION

Skills to adapt and solve in a dynamic world

Business Administration with an emphasis in **Entrepreneurship and Innovation** provides students the skills, tools, and mindset to create new products, new services, new ventures, and new worlds as they meet the needs of customers and help solve the thorny problems we face as an economy and a society.

This emphasis is STEM eligible.

[Learn More](#)

Business Administration Emphases



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click "Learn More" for additional information on each emphasis!



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[Learn More](#)



Emphasis - Business Analytics

Data-driven decision making

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[Business Emphases](#) > [Business Analytics](#)

Students will gain both analytical and hands-on skills to help organizations across industries with their data-driven decision making, execution, and evaluation.

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USC STUDENTS](#) >

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with their data-driven decision making, execution, and evaluation.

Description

The Bachelor of Science in Business Administration with an emphasis in Business Analytics provides specialized data skill sets for students who plan a career in today's business world, where analytics is at the forefront. The degree signals to potential employers that the graduate is ready to utilize the tools and techniques that aim to turn data into meaningful business insights. Students will obtain the necessary skills for defining business analytics for data-driven decision making along with hands-on experience using analytics to solve real-world business problems.

Requirements

This Emphasis is available only to current Marshall undergraduates who have attained sophomore standing and have completed at least one semester in residence at USC.

Students must complete BUAD 311 (Operations Management) or BUAD 313 (Advanced Operations Management and Analytics) prior to declaring the Emphasis. The Emphasis requires completion of at least twelve (12) units of Data Sciences and Operations (DSO) upper division coursework. Upper division courses are numbered 300-499. Additional details are available in the [catalogue](#).

Please note that students can only declare one Emphasis.



[APPLY HERE](#)



Emphasis Faculty Advisor

Professor Feng Chen

Email Address: fchen@marshall.usc.edu

each individual emphasis page will include additional information on the emphasis, requirements (i.e. gateway course), link to application, etc.

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gateway course must be completed prior to declaration

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must complete application to declare, declaration isn't automatic!

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MARSHALL UNDERGRADUATE



This application is for **current** USC students who have a **declared major in the Marshall School of Business** (which includes the joint degrees of Business of Cinematic Arts - BCA, Artificial Intelligence for Business - BUAI, or Real Estate Finance and Development - REFD) to declare, change, or drop an emphasis.

If you have not been granted admission to USC, please contact USC Marshall Undergraduate Admissions in Fertitta Hall (JFF), Suite 201 at (213) 740-8885 or busadm@marshall.usc.edu.

If you are a current USC student who has not been admitted into the Marshall School of Business, but wish to pursue internal transfer admission to the Marshall School of Business, please refer to [Marshall's internal transfer](#) for more information regarding the internal transfer admissions process.



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Recommended Coursework

View our recommended coursework [here](#)

Emphasis Workshop Slide Deck

View the Spring 2024 emphasis workshop slide deck [here](#)

FAQs related to the Emphasis in Business Analytics

additional resources (recommended coursework, faculty slide decks, and additional FAQs are also reflected for most emphases!

Which courses can help students determine if this Emphasis is right for them? +

What other resources/experiences can help students determine if this Emphasis is the right fit? +

Why should students interested in the Business Analytics emphasis consider taking BUAD 313? +

What qualities/skills are good for students to have when going into this Emphasis? +

What skills or knowledge will students gain from this Emphasis? +

For what careers or industries will this Emphasis prepare students? +

Why would students choose this Emphasis? +

Can students satisfy these requirements when they study abroad? +

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MARSHALL ACADEMIC RESOURCES >

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USC Marshall Undergraduate Emphases

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Business Administration Emphases



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information on undergraduate
emphases for **current** students

Undergraduate Business Emphases

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[COURSE CATALOGUE](#)



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[COURSE CATALOGUE](#)




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[COURSE CATALOGUE](#)

information on undergraduate
emphases for **prospective** students



Questions? *Ask away!*