The Global Context of Business

Marshall School of Business
GSBA 580
PRIME 2016
Agenda

- GSBA 580 Course Objectives & Structure
- Global Economics
- Global Strategy
- PRIME Sites and Faculty
- PRIME Faculty Presentations
- Timeline & Program Fee
- Site Ranking Process
- Things To Do Now
- Q & A
Course Objectives

• Analyze global business environment and how this environment affects business decisions
• Assess the economic, institutional, and business environment of different countries and how to find data relevant to international business
• Learn about challenges and opportunities of doing business in an age of globalization
• Learn general frameworks for understanding international business issues
Global Mindset

The real voyage of discovery consists of not seeing new landscapes, but in having new eyes.

- Proust (emphasis added)
Doing Business Across Borders

• New Markets
• Supply Chains
• Investment Opportunities
Cleverness
Connecting “global” dots
Capstone
Integrative & Experiential

Global Strategy
Global Economics
PRIME Experiential

Data Analytics
Finance
Operations
Management
Marketing
Strategy
Financial Reporting

USC
Marshall
PRIME Program
GSBA 580 abc: The Global Context of Business

• Consists of three 1.5 unit courses meeting throughout the spring semester
  • Global Economics (GSBA 580a)
  • Global Strategy (GSBA 580b)
  • PRIME (GSBA 580c)
• Joint sessions combining two GSBA 580 sections
• Deals with subject matter common to all sections
GSBA 580a and 580b Faculty

Global Economics
Prof. Baizhu Chen

Global Strategy
Prof. Shon Hiatt
PRIME Sites and Faculty

Taipei/Shanghai
Prof. Shiing-Wu Wang
Prof. Selo Imrohoroglu

Buenos Aires/Lima
Prof. Sriram Dasu
Prof. Carl Voigt

Hanoi/Bangkok
Prof. Therese Wilbur
Prof. Francis Pereira
PRIME Sites and Faculty

Osaka/Tokyo

- Prof. Hiroshi Ochiumi
- Prof. Doug Joines

Hong Kong/Guangdong

- Prof. Ruben Davila
- Prof. Peter Cardon

Seoul/Beijing

- Prof. Rex Kovacevich
- Prof. Lan Luo
GSBA 580c: PRIME

- Breakout sessions for each section to deal with country-specific material
- Application of concepts and frameworks to specific countries
- Country-specific material
- Company-specific project
- 10-day international research experiential in May
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>October 2015</td>
<td>PRIME Information Session</td>
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<tr>
<td></td>
<td>Deadline for All Documents</td>
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<tr>
<td></td>
<td>Rank PRIME Sites</td>
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<tr>
<td>November 2015</td>
<td>Site Announcements and Bilateral Trading</td>
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<td></td>
<td>Bid on Spring Electives</td>
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<td>January 2016</td>
<td>GSBA 580 Begins</td>
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<td>Roommate Selection</td>
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General Timeline

February 2016
- Project Selection
- Vaccination Process (not required but please consult with your doctor)
- Travel Information Available

March 2016
- Visa Process (if applicable)

May 2016
- PRIME Travel
2016 PRIME Program Fee: $3400

Program fee includes:
- Roundtrip airfare
- Airport transfers
- Double hotel accommodations
- Breakfast daily and lunch Mon-Fri
- Ground transportation
- Program development fee for in-country partners

Does not include:
- Visa fee(s) (depends on destination and nationality)
- Required USC overseas health insurance ($40 for two weeks if not under USC student health plan)
- Deviation from group itinerary/extension (optional)
- Faculty and staff travel costs (Marshall pays)
Changing Your Return Flight

• All students are required to travel on the outbound flight together.

• You will be able to deviate from the group return flight schedule by contacting the airline directly (for an additional fee).

• More details will be available during the Spring Semester.
How to Sign Release Forms & Upload Travel Documents

Go to globalprograms@marshall.usc.edu
Logging In

Click on “I have a username and password” (1st option) and click “Submit” to continue.
Logging In

Enter your **USC NetID** and password to login to the website.

Note: this is different than your MyMarshall information.
Select PRIME

Select PRIME Spring 2016

Select and click “Apply”
What to Complete

Program Application Page (Pre-Decision)

This page shows current and required elements of your application in the pre-decision phase. Unless otherwise indicated, you should assume that all elements of the right-hand column (material submissions, signature documents, recommendations, and questionnaires) are required for your application to be considered complete.

<table>
<thead>
<tr>
<th>Sandra Parada</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program:</strong> PRIME: Pacific Rim International Management Education</td>
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<tr>
<td><strong>Term/Year:</strong> PRIME Spring, 2016</td>
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<table>
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<tr>
<th>Signature Documents</th>
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<tbody>
<tr>
<td>Click the following to view and digitally sign important documents to indicate your agreement and understanding.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
</tr>
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<tbody>
<tr>
<td>Know Before You Go and Consent for Study Abroad Programs</td>
</tr>
<tr>
<td>PRIME Information Release Authorization</td>
</tr>
<tr>
<td>PRIME Medical Treatment Authorization</td>
</tr>
<tr>
<td>PRIME Travel Release Form</td>
</tr>
<tr>
<td>Photograph, Audio Tape, and Audio-Visual Tape Recordings Release Authorization</td>
</tr>
</tbody>
</table>

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<tr>
<th>Application Questionnaire(s)</th>
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<tbody>
<tr>
<td>Click the following to view and complete the following online questionnaire(s). You may begin a questionnaire and save it for later completion, but note that you must click Submit in order for the questionnaire to be logged as complete and ready for review.</td>
</tr>
</tbody>
</table>

<table>
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<tbody>
<tr>
<td>Upload Travel Document</td>
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Select each “Signature Document”
Select “Click here to sign digitally” at the bottom of each release form page and the select “Accept” in the next pop up page.

Note: All release forms are required by USC, except the photograph, audio tapes, and audio-visual tape recordings release.
<table>
<thead>
<tr>
<th>Signature Documents</th>
<th>Received</th>
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</thead>
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<tr>
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**Application Questionnaire(s)**

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All Done!

Once you submit all the information, all the “Received” boxes will be checked.
PRIME Travel System – Required Information Access through MyMarshall/Academic

Welcome to PRIME

Personal Information for Student Test (1111122222)

- First Name: Student
- Last Name: Test
- Name, if different from above:
- * Street:
- * City:
- * State:
- * Zip:
- * Dietary Restriction: —please choose—
- * Do you have a medical condition?: No
- Medical Condition Description:

* Date of Birth: (mm/dd/yy)
- Internal Email: Student.Test2013@marshall.usc.edu
- External Email: student.test.2013.x1@gmail.com
- * Gender: —please choose—
- * Home Phone:
- * Business Phone:
- * Mobile Phone:

Current or Last Employer
- * Job Title:
- * Company:
- * Industry:

* Required Field

Note: Information saved here is only for the PRIME Application. It does not modify your MyMarshall information.
Required Information

**Welcome to PRIME**

**Passport / Visa Information for Student Test**

- **Required Field**

**Note:** Information saved here is only for the PRIME Application. It does not modify your MyMarshall information.
Required Information

Welcome to PRIME

General Information for Student Test

^ First Language:  
sdfds

Second Language:  

Save

^ Required Field

Note: Information saved here is only for the PRIME Application. It does not modify your MyMarshall information.
**Required Information**

**Welcome to PRIME**

- **Contact's First Name:** 
- **Contact's Last Name:** 
- **Contact's Street Address:** 
- **Contact's City:** 
- **Contact's State:** 
- **Contact's Zip Code:** 
- **Contact's Home Phone:** 
- **Contact's Work Phone:** 
- **Contact's Email Address:** 
- **Contact's Relationship:**

*Required Field*

**Note:** Information saved here is only for the PRIME Application.
It does not modify your MyMarshall information.
Ranking Your Sites

Use arrows to move locations in order of preference

Welcome to PRIME

Locations Preferences for Grad Test1

Please arrange the following locations in order of your preference:
(most preferred at the top)

Taiwan/China, Taipei/Shanghai
Hong Kong/China, Hong Kong/Guangdong
Argentina/Peru, Buenos Aires/Lima
Japan, Kyoto/Tokyo
Vietnam/Thailand, Hanoi/Bangkok
Korea/China, Seoul/Beijing

Below is the location you have been assigned.
To save your rankings, you must click “Save”

Starts: Tues. 10/27 at 12:30p
Ends: Wed. 10/29 at 12:30p

YOU MAY CHANGE YOUR RANKINGS AS MANY TIMES AS YOU WISH AS LONG AS IT IS WITHIN THE ALLOTTED TIME.

The assignment is NOT based on a first come, first served basis.
Your Safety is Our #1 Priority!

- Monitor situations on all PRIME sites
- Communicate with local partners, alumni, and business community in PRIME countries
- Monitor US State Department, CDC, WHO travel warnings
- Cancel/Alter Trip (due to political unrest, disease, etc.)
Things to Do Now

• Submit your passport copy (valid through Dec. 2016) via the Global Programs site: globalprograms.marshall.usc.edu

• Non-U.S. citizens (If applicable, submit copy of valid permanent resident card, copy of visa, advanced parole, I-20, Notice of Action, etc.)

• Complete Release, Travel Authorization, Informed Consent, Medical Treatment Authorization, and Likeness Release Authorization forms via the Global Programs site

• Talk to lead faculty and 2nd year students

• Complete the required information and rank your PRIME sites via the PRIME Travel System on MyMarshall. (Look for an email from prime@marshall.usc.edu soon with specifics and deadlines.)
Contact

Office of Global Programs and Partnerships
BRI 310
(213) 740-1875
prime@marshall.usc.edu
Any Questions?