As a senior executive with a decade or more in the global business world, you have worked hard on your career. How can you further enhance your strategic leadership and decision-making skills to take your performance to the next level—all within your demanding schedule?

The answer is the Global Executive MBA (GEMBA) in Shanghai. This dynamic, 20-month program is offered by the Marshall School of Business at the University of Southern California (USC), in partnership with the Antai College of Economics and Management at Shanghai Jiao Tong University.

You will earn a globally recognized MBA in a program designed for your needs, which is both challenging and flexible, stimulating and convenient— with lifelong personal and professional rewards. GEMBA is the only EMBA program in the world that enables you to:

> Keep working while earning your degree, due to our executive-friendly, part-time schedule of 13 sessions over 20 months.

ToM Gilligan, Dean
Marshall School of Business, University of Southern California

Dean ToM Gilligan

The USC-Marshall School of Business is proud to have launched our top-ranked Executive MBA in China in partnership with the SJTU Antai College of Economics and Management. USC Marshall is one of the oldest business schools in the United States, with a highly diverse student body. Our goal is to educate a dynamic, distinct group of global executives and entrepreneurs. We expect the graduates of USC-SJTU GEMBA to join our Los Angeles and San Diego EMBA graduates in defining the landscape of the Pacific Rim business environment for decades to come.”

Wang Fanghua, Dean
Antai College of Economics and Management, Shanghai Jiao Tong University

Dean Wang Fanghua

“The USC-SJTU Global Executive MBA in Shanghai is a great milestone for the Antai College of Economics and Management. We are proud of our partnership with the USC Marshall School in developing this outstanding program. Our two schools—long-recognized leaders in our respective countries—have combined our strengths to make the Global Executive MBA in Shanghai the leading global EMBA program in Asia. Congratulations to GEMBA I, which graduated in January 2006, and to GEMBA II, which graduates soon. We are already building a wonderful alumni network.”

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TOM GILLIGAN, DEAN

MARSHALL SCHOOL OF BUSINESS, UNIVERSITY OF SOUTHERN CALIFORNIA

If you would like to know more about how GEMBA can help you achieve your goals, read on.
FOUNDED IN A HISTORY OF EXCELLENCE

USC’s EMBA program — ranked in the Top 10 by Business Week — was first designed in 1985 by many of the same faculty now teaching in the Global Executive MBA in Shanghai. Leading that design team was Larry Greiner, Professor of Management and Organization, who earned his MBA and doctoral degrees from Harvard Business School. Dr. Greiner is internationally respected for his research on organizational growth and development, management consulting, and strategic change.

Today, the USC Marshall EMBA is offered in Los Angeles, San Diego and Shanghai, and links its graduates worldwide to new opportunities in business leadership. Its Top-10 ranking reflects both its original design and the continuing dedication of its many faculty.

MAJOR ACCOLADES

The USC Marshall School of Business


The SJTU Antai College of Economics and Management

- 2nd for part-time MBA and EMBA, Forbes/China (2006)

“During these first three years, our USC Marshall faculty has enthusiastically joined in the Global Executive MBA program. You can feel their passion and commitment in the classroom.”

Professor Larry Greiner
Academic Director, GEMBA in Shanghai
Marshall School of Business
University of Southern California

TWO LEADING UNIVERSITIES, TWO STRONG ALUMNI NETWORKS

The USC Trojan Family Network

USC is famous worldwide for its commitment to its alumni and friends. A private university established in 1880, USC has 30,000 students, including 5,600 international students and scholars — more than any other private university in the United States. Its roots in Asia are deep and old. Trojan alumni in Asia and across the globe often work together and provide each other with invaluable business opportunities.

SJTU and the Antai Network

Shanghai Jiao Tong University is rated among China’s premier institutions. The Antai College of Economics and Management, located in Shanghai central, is one of the two strongest business schools in the area. Established 110 years ago, SJTU has approximately 200,000 alumni — more than 30,000 from the Antai College. Every year, 700 or more EMBA participants study at the Antai College.


8th
GEMBA’S GLOBALLY FOCUSED, INTEGRATED, THEME-BASED CURRICULUM

We continually update our curriculum so it is always relevant and current. GEMBA’s 10 integrated themes parallel managerial situations facing executives everywhere. We carefully plan class sessions in a sequence to integrate different functional areas into each theme, with the goal of preparing managers to lead organizations in a global marketplace.

Two or more USC Marshall School faculty team-teach each theme and are joined in this effort by experienced SJTU faculty and local executives. Throughout the program, you will learn through interactive classroom discussions, case studies, team projects, simulations, company visits, executive speakers, and international travel. Just as executives are judged on how their companies perform overall under their direction, GEMBA participants receive a single grade for each theme.

CONVENIENT SCHEDULE DESIGNED AROUND YOUR BUSY LIFE

GEMBA’s 10 themes are spread across 10 five-day sessions over weekends (Thursday through Monday) in Shanghai. Also scheduled are two week-long sessions in Los Angeles and one week-long business field trip. The program is completed in 20 months.

CURRICULUM*

Theme 1: The Perspective of Top Management. Introduces you to issues facing senior executives, ranging from financial to strategic and operational issues.

Shanghai, May 3-7, 2007

Theme 2: Evaluating Market Performance. Covers the functional disciplines of finance, accounting, and marketing, supported by statistical analysis. Shows how different stakeholders have different views and methods for assessing the performance of organizations.

Los Angeles, June 15-22, and Shanghai, August 9-13

Theme 3: The General Manager as Integrator. Gives greater depth in the functional disciplines, while demonstrating how they need to be integrated when making management decisions as a senior executive.

Shanghai, October 4-8, and November 15-19

Theme 4: Operations and Information Systems Management. Focuses on the production of products and services, using supply chain analysis and outsourcing alternatives, and supported by electronic and management communication systems.

Shanghai, January 10-14, 2008 and February 26-March 1

Theme 5: Entrepreneurship. Examines how entrepreneurs begin and manage the early stages of company, as well as innovation within larger companies. Participants prepare a venture plan.

Shanghai, May 1-5

Theme 6: Environmental Analysis: Establishing Competitive Advantage. Provides a global perspective with attention to international finance, marketing and strategy. Examines the economies and cultures of different countries.

Shanghai, June 5-9

Theme 7: Dynamics of Global Competition. Five-day trip to a dynamic economy in Asia visiting companies and meeting their senior executives. Teams prepare briefing reports on the companies to be visited. Prior classes have visited Korea and Japan.

July 27-August 1

Theme 8: Planning for Growth. Takes the position of top management preparing the strategy of a company, drawing off prior courses. Involves a major finance project assessing real acquisition and merger situations.

Shanghai, September 18-22 and October 30-November 3

Themes 9 & 10: Managing Strategic Change & Implementation and The Executive of the Future. Two combined themes focusing on leadership and making changes in companies. Participants reflect on their leadership capabilities and future career development. Graduation takes place at USC, and with later recognition in Shanghai.

Los Angeles, December 12-20

* Dates subject to change

“GEMBA’s integrated curriculum, delivered in Shanghai, gives me the unique advantage of studying in a global environment and with local executives. The program is convenient, complete, and designed to help me and my company perform better in a global setting.”

Takahiro Rajo (GEMBA III)
Manager, Shanghai World Financial Center Project, Mori Building Co.

“GEMBA has given me the ability to lead the company’s new Shanghai office, allowing our global business to grow.”

Richard Chang (GEMBA III)
Chief Representative & General Manager, Perot Systems (Shanghai)
INTERNATIONALLY ACCLAIMED FACULTY

In GEMBA, you study with senior faculty recognized for their teaching excellence and cutting-edge business research — the same faculty who teach in the EMBA program at USC. Join us, and you will be guided by faculty who:

- Are consistently ranked among the world’s best in relevant, published research.
- Have written major textbooks used in MBA programs around the globe, including the world’s most studied corporate finance text.
- Have extensive consulting experience with firms throughout the world, along with experience leading participants on business field trips to Asia, Latin America, and Europe.

The USC Marshall School has more initiatives in Asia than any other university in the U.S. In addition, USC maintains close ties throughout the Pacific Rim, with international offices in Hong Kong, Taiwan, Japan, and Mexico, which support Marshall faculty in their research and teaching efforts, as well as Marshall participants.

OUR WORLD-CLASS FACULTY

DIANE BADAME
Associate Professor of Clinical Marketing
Ph.D., University of Wisconsin-Madison

YAHUDA BASSOK
Professor of Information and Operations Management
Ph.D., Carnegie Mellon University

ARVIND BHAMBRI
Associate Professor in Management & Organization
DBA, Harvard Business School

TIM S. CAMPBELL
Professor of Finance and Business Economics
Charles F. Sexton Chair in American Enterprise
Ph.D., University of California, Santa Barbara

BAIZHI CHEN
Associate Professor of Clinical Finance
Ph.D., Rochester University

WILLIAM CROOKSTON
Professor of Entrepreneurship
Ph.D., Claremont Graduate University

MARK L. DEFOND
Joseph A. DeBell Professor of Business Administration
Professor of Accounting
Ph.D., University of Washington

DENNIS W. DRAPER
Associate Professor of Finance & Business Economics
Ph.D., Stanford University

LARRY GREENER
Academic Director, Global Executive MBA
in Shanghai
Professor of Management and Organization
DBA, Harvard University

JACK G. LEWIS
Associate Dean, Global Executive MBA in Shanghai & IEQEA MBA Programs
Ph.D., Stanford University

LU Wei
Associate Dean, Antai College of Economics and Management
Shanghai Jiao Tong University
Ph.D., Fudan University

KIOCHI MERA
Professor of International Business
Ph.D., Harvard University

DANIEL E. D’LEARY
Professor of Accounting
Ph.D., Case Western Reserve University

GREGORY H. PATTON
Assistant Professor of Clinical Management Communication
Ph.D., University of Southern California

NANDINI RAJAGOPALAN
Henry W. Simonson Chair in Strategic Entrepreneurship
Ph.D., University of Pittsburgh

S. RAJAGOPALAN
Professor of Operations Management
Ph.D., Carnegie Mellon University

JOHN E. ROLPH
Professor of Statistics
Ph.D., University of California, Santa Barbara

DAVID STEWART
Robert E. Brooker Professor of Marketing
Ph.D., Baylor University

CARL W. VOORT
Associate Professor of Clinical Management and Organization
Ph.D., University of California, Los Angeles

ALLEN WEISS
Professor of Marketing
Ph.D., University of Wisconsin-Madison

S. MARK YOUNG
Professor of Marketing
Ph.D., University of California, Santa Barbara

AMERICAN BUSINESS LEADERS OF TOMORROW:

“Taste the diversity and richness of the class. We all learn together about the opportunities and challenges in marketing products and services around the world.”

PROFESSOR DIANE BADAME
Marshall School of Business
University of Southern California
The quality of your classmates is critical to your EMBA experience. GEMBA attracts the best of the region’s rising executives. They come from Asia, the Americas, and Europe. Many work in the greater Shanghai area and Beijing. Others fly in from throughout Asia and the United States to attend the Shanghai sessions. To date, each GEMBA class has had participants from 12 or more countries who look forward to lifelong Pacific Rim-focused careers.

**PARTICIPANT PROFILE**

- Average age: 38
- Age range: 30 to 56
- Average years work experience: 15
- Minimum years work experience: 10
- Countries represented: 12 or more each year
- Corporate-level executives of small and medium firms; senior managers to corporate-level executives of multinational subsidiaries located in China/Asia; senior professionals, entrepreneurs, and service providers; leaders of family-owned businesses

**GEMBA PARTICIPANTS BY PASSPORT (GEMBA I-III)**

<table>
<thead>
<tr>
<th>Country</th>
<th>Singapore</th>
<th>Germany</th>
<th>Italy</th>
<th>Japan</th>
<th>Denmark</th>
<th>Taiwan</th>
<th>U.S</th>
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<tr>
<td>China</td>
<td>Austria</td>
<td>Spain</td>
<td>Hong Kong</td>
<td>Korea</td>
<td>Australia</td>
<td>Romania</td>
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“As a Los Angeles-based consultant, I find that GEMBA’s Shanghai location is great for my business interests in China. I also get new commercial opportunities and ideas from my classmates. Their diversity, international experience, and China connections have really been helpful.”

TIM O’SHEA (GEMBA I)
Managing Partner,
China Business Development Consulting Services

“IT is my pleasure to be able to teach in an environment where the participants are so diverse and mature. GEMBA attracts executives from Asia, from the U.S. and from within China, both Chinese nationals and foreign nationals working in multinationals. This is really unusual for an EMBA program and makes the classroom very dynamic. The value-added is high for participants and for the faculty, too!”

PROFESSOR NANDINI RAJAGOPALAN
Marshall School of Business
University of Southern California

**SELECTED SPONSOR FIRMS**

- ABB
- CISCO SYSTEMS
- DELoitTE touChe tommattu
duPONT pDM
- EMERSON ELECTRIC
- GE
- GM ASIA
- GOLDMAN Sachs
- HANA BANK
- INTEl
- JOHNSON & JOHNSON
- KOREAN AIR
- MERRILL LYNCH
- METRO
- MITSUI FUDOSAN
- MORGAN STANLEY
- MORI BUILDING
- MBA ASIA
- NCR
- NORTHROP GRUMMAN
- ORACLE
- PARKER HANNIFIN
- PEROT SYSTEMS
- PHILIPS
- ROHM HAAS
- QUALCOMM
- S.C. JOHNSON
- SEIgEL SYSTEMS
- SIEMENS
- SHANGHAI GM
- SHINSEI BANK
- SIBIC
- SCHER
- STAR TV
- STORA ENSO
- TAKEDA CHEMICAL
- UBS WARBURG
- UTSARCOM
- Wal-MArk
- YAHOO!
IMMERSE YOURSELF IN TWO WORLD CITIES

As a GEMBA participant, you will live what the program teaches about the global business environment as you study and forge connections in two of the world’s great cities, at two amazing universities.

SHANGHAI

Located at the mouth of the Yangtze River, Shanghai and its surrounding provinces are the heart of China’s dynamic economic growth. Shanghai rates among the world’s largest urban areas in total area and in its population of 13 million. A city with a long, complicated history in its relationship with the West and with China itself, Shanghai today is China’s most important center of trade, commerce, technology, and finance. Its massive industrial base includes the production and trade of raw materials, heavy equipment, textiles, electronics, communication products, and medical equipment.

LOS ANGELES

GEMBA participants attend two of 13 sessions on USC’s famed Los Angeles campus, which neighbors the city’s key business, cultural and sports centers — not to mention its beautiful beaches and mountains. Southern California’s economy benefits from its huge population and landmass, temperate climate, massive ports, and proximity to Asia and Latin America. Sectors of longtime strength include trade, entertainment, manufacturing, defense, aerospace, sports, fashion and product design, financial services, leisure, tourism, multimedia, venture capital, biotechnology, health care, telecommunications, and software development.

For 10 years I dreamed about getting an internationally recognized degree, as a critical part of my career development strategy. It is hard to believe that I have finally received a real U.S. MBA degree from a world-famous university without leaving my home country or quitting my job in Shanghai!”

ROSEMARIE GONG (GEMBA I)
Financial Advisor, Merrill Lynch (Asia)
ADMISSIONS AND PROGRAM COSTS

QUALIFICATIONS

› Ten years of work experience
› Bachelor’s degree from an accredited institution
› Strong English ability (all materials and classes are taught in English).

APPLICATION REQUIREMENTS

› Résumé
› Interview with GEMBA Shanghai Director or another designated USC representative
› Complete on-line GEMBA application at www.marshall.usc.edu/admissions/applyonline
› Two letters of recommendation. These letters should be written by the recommender; they should not be drafted by the applicant.
› Official transcripts and educational certificates/documents. These must be accompanied by a certified English translation if not in English. Country requirements for documentation are available on our website or may be requested by e-mail. Transcripts and official documents must be submitted in sealed envelopes.

Application deadline: March 15. Applications are accepted and considered for admission from August 1. Applications are reviewed as soon as file is complete. Early application improves your chance of being admitted.

PROGRAM FEE

The fee for GEMBA IV (2007-2008) is US$52,000 (RMB416,000). This includes tuition, books, case materials, and breakfast, lunch, and breaks during Shanghai sessions. The fee also includes hotel, many meals, and some ground transportation during the two sessions in Los Angeles and the business field trip. Airfare and lodging are not included for Los Angeles and the Asia field trip. Low-cost lodging is available on the SJTU campus for those flying in and for local Shanghai residents.

A $3,500 non-refundable deposit is required upon admission. Please check our website or staff for the fee and non-refundable deposit for GEMBA V (2008-2009).

PROGRESSIVE MBA PROGRAMS AND PROGRAM COSTS

Contact Information

ENGLISH: WWW.MARSHALL.USC.EDU/GEMBA
CHINESE: WWW.ACEM.SJTU.EDU.CN/GEMBA

USC-SJTU GLOBAL EXECUTIVE MBA IN SHANGHAI
Room 206, Antai Education Building
Antai College of Economics and Management
Shanghai Jiao Tong University
535 Fahuazhen Road
Shanghai 200052, China
Phone 8621-6293-2707
Email uscgemba@sjtu.edu.cn

USC-SJTU GLOBAL EXECUTIVE MBA IN SHANGHAI, LOS ANGELES OFFICE
Hoffman Hall 800A
Marshall School of Business
University of Southern California
Los Angeles, California 90089-1429
Phone 213-740-1821
Email gembaadmisions@marshall.usc.edu

USC HONG KONG OFFICE
Suite 1305 Central Building
1-3 Pedder Street, Central, Hong Kong
Phone 852-2501-0108
Email uschong@usc.edu

USC MEXICO CITY OFFICE
Prado Sur #140, tercer piso, Oficina B
Col. Lomas de Chapultepec, c.p. 11000
Mexico D.F., Mexico
Phone 5255-5202-8822
Email anav@usc.edu

USC TAIPEI OFFICE
7C03, 5 Hsinyi Road, Sec.5
Taipei 110, Taiwan
Phone 8862-8789-5679
Email usctai@usc.edu

USC TOKYO OFFICE
Hinoki Bldg #402, Azabudai 3-1-5
Minato-ku, Tokyo 106-0041, Japan
Phone 813-3568-3312
Email usctokyo@usc.edu