

# WELCOME, BUSINESS CHANGEMAKERS









OUR MISSION AT THE GLOBALLY-RANKED UNIVERSITY
OF SAN DIEGO SCHOOL OF BUSINESS IS TO DEVELOP SOCIALLY
RESPONSIBLE LEADERS WITH A WORLD VIEW. WE'LL EMPOWER
YOU WITH THE TOOLS TO VIEW SUCCESS AND THE CREATION OF
WEALTH THROUGH THE LENS OF THE 5 P'S: PEOPLE, PLANET,
PROFIT, PEACE AND PROSPERITY.

USD's sprawling campus—named the nation's most beautiful by *The Princeton Review*—fosters a highly collaborative environment. Small, personalized classes facilitate meaningful interactions. And hands-on learning and real-world applications inspire big picture thinking in San Diego and abroad.

More than 1,800 students call the USD School of Business and San Diego/Tijuana region home each year, with access to nine undergraduate majors, eight specialty master's degrees and two MBA programs. We look forward to seeing you on campus and welcoming you to our vibrant community of business Changemakers.

GET INVOLVED | sandiego.edu/business





## COUNTRIES WHERE OUR GRADUATE STUDENTS STUDY EACH YEAR



## START YOUR GLOBAL TRAINING IN THE BORDER REGION

Global learning happens naturally in the border city of San Diego. The global and culturally-aware curriculum thrives in and out of the classroom, with international leaders—fellow students, professors and guest lecturers—as well as high-level speakers representing multi-national organizations in the Ahlers Center International Speakers Series.

### COURSES THAT TAKE YOU PLACES

Every graduate student can bring the global curriculum to life, with short-term courses in Latin America, Asia and Europe. Visit local companies, learn from global subject matter experts and participate in cultural activities—all in as little as one week. Looking for a longer-term experience? Earn a master's degree at USD and another one at one of our partner institutions through an international dual degree program.

### FUEL YOUR CAREER WITH CONSULTING OPPORTUNITIES

Give your résumé some international flavor by helping global giants overcome complex organizational challenges. Apply classroom concepts and hands-on training to actual business situations with some of the world's most well-known brands, abroad. Past international consulting projects have included:



MUNICH
RIO DE JANEIRO
HONG KONG
SHANGHAI
BANGALORE
TOKYO
BUENOS AIRES
MADRID





## PRACTICE BUSINESS AS A FORCE FOR GOOD

## SOCIAL RESPONSIBILITY REACHES BEYOND OUR CLASSROOMS TO OUR CULTURE AND THE WORLD. AND IT LOOKS LIKE THIS:

### CREATING WEALTH IN GUATEMALA

In Professor Stephen Conroy's summer class, Microfinance and Wealth Creation, students travel to Antigua, Guatemala for four days to see firsthand how microfinance helps small businesses and underserved communities.

### HELPING MICROENTREPRENEURS MAKE A BIG IMPACT ON SOCIETY

Through the MBA community service requirement, our students are leaving legacies that can impact lifetimes. One great example is the Access Mentorship Program, a collaboration of microentrepreneurs with USD MBA students to help low-income San Diego residents build small businesses. The students bring classroom knowledge and the microentrepreneurs bring real-world experience. The result is financial and knowledge infusion, and long-lasting relationships across social and socioeconomic lines.

### MAKING A 'NET' IMPACT

Built on a proven model of organization, inspiration and education, the global organization Net Impact has a thriving chapter on USD's campus. The chapter was recently awarded Gold status for connecting members with forward-thinking leaders to create positive social and environmental change through business.











## LEARNING FROM CHANGEMAKING LEADERS THEMSELVES

As both a Catholic institution and "Changemaker campus"— the leading designation for social innovation in higher education—USD professors integrate sustainability and social responsibility into their classes through focused case studies and consulting opportunities. These two core principles also guide their research into finding business solutions to the world's most pressing issues.

Professor of Finance Annalisa Barrett's research was instrumental to the recent passing of California Senate Bill 826 (SB 826) requiring more diversity in the state's corporate boardrooms. Professor of Marketing Aarti Ivanic focuses her research on identifying strategies to help minorities and vulnerable populations make healthier exercise and nutrition choices to promote well-being.

AS A STUDENT, YOU HAVE THE AMAZING OPPORTUNITY TO TAKE PART IN THIS THOUGHT LEADING CONVERSATION, AND TO HELP CREATE A MORE EQUITABLE AND JUST WORLD.



"I'M SORT OF KNOWN AS THE WORST
PITCH IN THE HISTORY OF
'SHARK TANK' TO STILL LAND THE
DEAL. ONCE WE GOT TO THE Q&A
SECTION, I WAS ABLE TO DEMONSTRATE
MY SOLID BUSINESS BACKGROUND BY
SPEAKING THE INVESTORS' LANGUAGE."

STEPHAN AARSTOL | '99

Founder and CEO, Tower Paddle Boards

### USD'S MBA HELPED HIM FROM TANKING WITH THE SHAPES

When Founder and CEO of Tower Paddle Boards Stephan Aarstol faced the famous panel of investors on ABC's "Shark Tank," it wasn't his now-34-million-dollar direct-to-consumer brand of standup paddleboards that would score him a \$150,000 investment deal with Mark Cuban.

"SHARKS DON'T WANT TO INVEST IN SOMEONE WHO HAS STUMBLED ACROSS AN IDEA FOR A PRODUCT AND NOW NEEDS AN INVESTOR TO HELP GET IT OFF THE GROUND. THEY WANT SOMEONE WHO IS BUSINESS SAVVY-SOMEONE WHO HAS BUILT A BUSINESS THAT THEY CAN PUT THEIR NAME BEHIND AND HAVE YOU RUN WITH IT. IF YOU CAN DO THAT, YOU CAN BE SUCCESSFUL. THAT'S WHERE THE USD MBA PROGRAM HAS BEEN REALLY VALUABLE."

This pivot, he says, was a testament to his time as an MBA student at the USD School of Business. He initially enrolled to marry his internet marketing skills with the business acumen he needed to develop and market a successful brand. It led to one of the most successful investments in the history of "Shark Tank."

## WHERE IMPACT MEETS

## INNOVATION

BRING YOUR ENTREPRENEURIAL AMBITIONS
AND WE WILL EQUIP YOU WITH THE KNOWLEDGE,
RESOURCES AND MENTORSHIP TO EXPLORE AND
DEVELOP NEW SOCIAL AND ECONOMIC FRONTIERS.

#### IDEATE WITH PURPOSE

The Center for Peace and Commerce (CPC) is the world's only collaboration between a School of Business and a School of Peace Studies. Join the forefront of Changemaking by learning breakthrough ways to positively impact the 5 Ps—People, Planet, Profit, Peace and Partnership.

### MAKE A SUSTAINABLE IMPACT

In the Fowler Global Social Innovation Challenge, students from all over the world compete for \$50,000+ in funding and resources to launch social enterprises that address the most important issues of our times. To date, more than 35 universities from more than 17 countries have participated in the challenge, launching impact-focused ventures around the world. Ron and Alexis Fowler's recent multi-million-dollar donation will increase the scope and scale of this global challenge, taking its impact to a whole new level.

### SHARK TANK MEETS ACADEMIA

USD School of Business' V2 Pitch Competition gives you and your peers the opportunity to sell your business idea to real investors. It's a competition to develop an entrepreneurial mindset on a global scale and it has historically been a launching pad for entrepreneurial success. Since its inception, the V2 Pitch Competition has awarded over \$280,000 in seed money to infuse business concepts for a better world.

### AT "THE BRINK" OF SUCCESS

USD's Small Business Development Center, "The Brink," supports startups and tech companies in San Diego with opportunities and no-cost services like consulting, training, networking and more. In just its first year, this partnership with the U.S. Small Business Administration was ranked the number one business accelerator in San Diego by the San Diego Business Journal, provided consulting services to more than 500 local businesses and helped secure \$31 million dollars in capital infusion for local startups.

When Ike Ekeh decided to pursue his MBA degree from the USD School of Business, little did he know he would emerge just 24 months later with not one, but two master's degrees—and a job opportunity as a portfolio manager for a prestigious San Diego-based investment firm.

Ekeh, a first-generation Nigerian American whose parents immigrated to California during their college years, had long held ambitions of pursuing a career in finance. After graduating with his bachelor's degree in accounting from a large state university, he knew he wanted something different in a graduate degree program—a smaller, more collaborative learning environment. USD was the perfect fit.

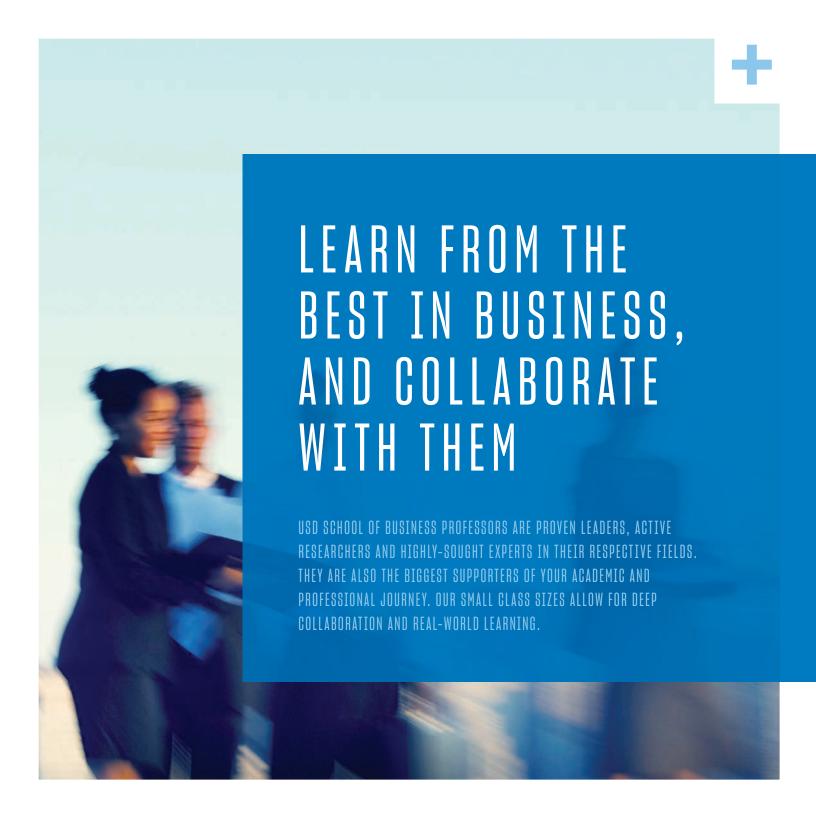
"I FELT THAT USD'S SMALL CLASSROOM ATMOSPHERE WOULD BE CONDUCIVE TO HIGH-LEVEL ACADEMIC LEARNING AND WOULD CREATE THE IDEAL UNIVERSITY EXPERIENCE, WHICH ENDED UP BEING TRUE. I WAS ABLE TO FOCUS AND LEARN MUCH MORE EFFECTIVELY, WITH CONTINUOUS SUPPORT AND ATTENTION FROM PROFESSORS."

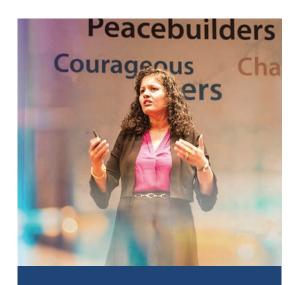
Fittingly, it was Professor Marko Svetina, Director of USD's Master's in Finance program, who helped inspire Ekeh to pursue an MS in finance in addition to an MBA. During a first semester finance course, Professor Svetina took notice of Ekeh's talent for—and interest in—financial management and encouraged him to consider the dual degree program. This decision, Ekeh says, served as a catalyst for his career success today.

"ABOUT 95% OF THE CONCEPTS I APPLY IN MY CURRENT JOB
AS A PORTFOLIO MANAGER WERE LEARNED AT USD. THE WORLD OF
FINANCE IS DIVERSE, AND USD'S MASTER'S DEGREE PROGRAMS
REALLY EQUIP STUDENTS FOR ANY PATH THEY WISH TO PURSUE."

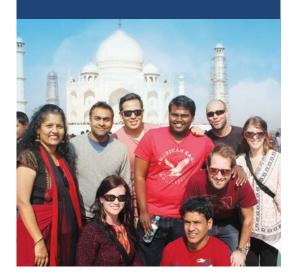








+ BLOOMBERG
TEACHING RATING
CONSISTENTLY EARNED
BY OUR PROFESSORS



# INNOVATE ON A GLOBAL SCALE WITH PROFESSOR KANNAN-NARASIMHAN

Professor Priya Kannan-Narasimhan teaches strategic management, sustainable business models and innovation management. Her most recent initiative, the Torero Ventures Catalyzer, pairs engineering, business, and arts and science students with business mentors. Students develop prototypes and get market validation for their product or service before bringing it to market. Her personalized approach and innovative teaching methods combine with applied learning to solidify classroom concepts and empower future business leaders to innovate in a global economy.

"INNOVATION AND ENTREPRENEURSHIP ACTIVITIES CONSIST OF THREE PRIMARY STAGES: IDEATION—THE DESIGNING OF NEW IDEAS; INCUBATION—MOVING THE IDEA FURTHER TOWARD COMMERCIALIZATION; AND SCALE-UP—COMMERCIALIZING THE IDEA ON A LARGE SCALE. THERE ARE SEVERAL IDEATION OPPORTUNITIES AND INITIATIVES ALREADY ON CAMPUS; THE TORERO VENTURES CATALYZER INITIATIVE WAS DEVELOPED AS AN INCUBATION OPPORTUNITY, TO HELP MOVE STUDENT IDEAS FURTHER TOWARD LAUNCH."



Professor Alison Sanchez's interdisciplinary research combines behavioral economics with neuroscience, psychology, information theory and machine learning. It's explored in her paper "Fooling Myself or Fooling Observers? Avoiding Social Pressures by Manipulating Perceptions of Deservingness of Others" as well as on her most current research around empathy and altruism. As a Professor of Economics and Business Analytics, Sanchez brings all of these experiences to class, introducing students to the hard skills of statistics, Python programming and data analysis, while also emphasizing the human side to data and decision-making.

"ONE OF THE LEADING BELIEFS IN TRADITIONAL ECONOMICS
IS THAT CONSUMERS ACT PURELY SELFISHLY. BUT MORE
RECENTLY, A NEW LINE OF RESEARCH AROUND EMPATHY,
COOPERATION AND COLLABORATION HAS OPENED UP. THIS
KIND OF CHANGEMAKING RESEARCH EMBRACED BY THE USD
SCHOOL OF BUSINESS HAS CATAPULTED BUSINESS STRATEGY
(AND MY STUDENTS) TO A WHOLE NEW LEVEL, BY INTEGRATING
HARD, DATA-DRIVEN TASKS WITH THE HUMAN COMPONENT."

## BECOME AN ACCOUNTING LEADER WITH PROFESSOR PATTISON

Director of Graduate Accountancy Programs and Professor of Accounting Diane Pattison leverages her deep connections with major accounting firms to align the programs' curriculum with the evolving needs of the global job market.

Her research project on incorporating leadership into the accounting curriculum, identified and created course materials that help accounting students develop their leadership and team management skills. Most recently, Professor Pattison was awarded the Ernst & Young Excellence Fund Award recognizing educational excellence in accounting.

"I LOVE THE STUDENT-CENTRIC APPROACH OFFERED AT USD. SEEING STUDENTS TACKLE SEEMINGLY INSURMOUNTABLE ISSUES BY LEVERAGING THE TOOLS THEY'VE GAINED BOTH IN THE CLASSROOM AND THROUGH HANDS-ON EXPERIENCE IS SOMETHING I FIND INCREDIBLY REWARDING."



"USD'S MASTER'S IN SUPPLY CHAIN MANAGEMENT IS ONE OF THE NATION'S LEADING PROGRAMS FOR ONE SIMPLE REASON: IN JUST TWO LIFE-CHANGING YEARS, STUDENTS DEVELOP NOT ONLY GREATER TECHNICAL KNOWLEDGE AND CAPABILITIES, BUT BECOME AGENTS FOR CHANGE EQUIPPED WITH THE INFLUENCING SKILLS TO DIRECT THEIR ORGANIZATIONS' STRATEGIC SUCCESS."

Professor Simon Croom is the founding executive director of USD's Supply Chain Management Institute. He also teaches in the MBA, MS in supply chain management and MS in executive leadership programs. His expertise and research include important philosophies such as strategic improvement, sustainable business strategies, social responsibility and organizational psychology.

As a strong believer in "learning by doing," Professor Croom often takes his class abroad to examine global issues in supply chain management.

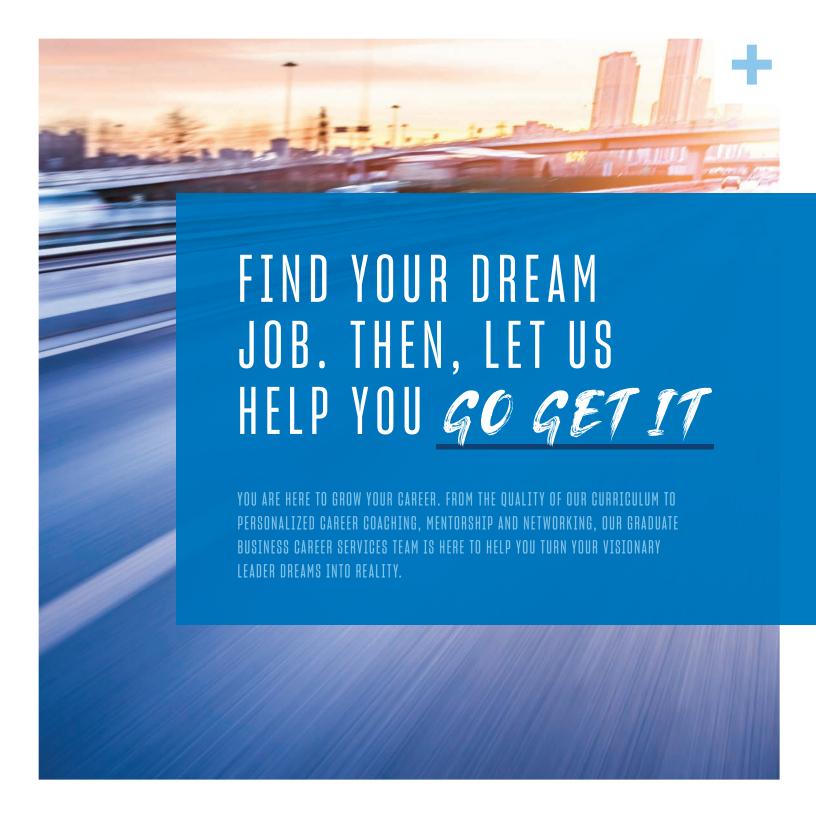




# MASTER THE GLOBAL ENVIRONMENT OF BUSINESS WITH PROFESSOR ZHU

CFA charterholder, global business consultant and Professor of Finance Pengcheng "Phil" Zhu teaches corporate finance, international finance, and financial reporting and analysis. His research focuses on mergers and acquisitions, top executives and corporate strategy, and the financial market in China. He is often called on by media outlets such as the *International Business Times* and *Forbes* to provide expert opinions on major policy and trade war implications between the United States and China. He has published his research in several top tier academic journals, including *Strategic Management Journal of Management, Journal of Operations Management, Journal of Corporate Finance, Journal of Financial Research and Financial Management.* 

"IN A GLOBAL ENVIRONMENT, FINANCE HAS THE POWER AND POTENTIAL TO SERVE AS OUR UNIVERSAL LANGUAGE. BUT ONLY IF WE UNDERSTAND THE CULTURAL COMPONENTS OF DIVERSE COUNTRIES AND CREATE POLICY AND ANALYSIS THAT ALLOW EACH PLAYER TO BENEFIT. I'M EXCITED TO BE ABLE TO CONVEY THE INTERNATIONAL PERSPECTIVE OF THE USD SCHOOL OF BUSINESS, PERSONALLY AND PROFESSIONALLY, TO MY STUDENTS. THEY ARE THE WORLD'S NEW FINANCIAL FACES."





### PREPARE. CONNECT. EXCEL.

Gain access to a breadth of opportunities and organizations to help you pursue your goals. Between our Accountancy Institute, Ahlers Center for International Business, Burnham-Moores Center for Real Estate, Supply Chain Management Institute, Center for Peace and Commerce, and Entrepreneurship and Innovation Catalyzer, you'll have a world of resources all within walking distance.

### ESTABLISH A LIFELONG NETWORK

With strong company partnerships and a dedicated global alumni network, our graduates are connected with high-level industry experts and opportunities in their chosen field. The close-knit, family feeling you experience at USD is one that is sure to reach far beyond graduation—to your life and career.

### SEE FIRSTHAND HOW BUSINESS GETS DONE

Visit organizations across a range of industries for an inside look at how different businesses are run. Companies here in San Diego as well as San Francisco, Seattle and more host USD students for visits that may include alumni panels, office tours and networking opportunities.

### STUDY THE WORLD, AND IT BECOMES YOURS

We love seeing our graduates land their dream jobs, whether at companies like Amazon, Boston Consulting Group, Houzz, IBM and StubHub—or work for themselves. With kudos from the San Diego Business Journal to The New York Times, our executives and entrepreneurs have set the bar for innovative and socially-responsible global ventures.





Molly Cartmill has had a long and prosperous career at San Diego's leading energy infrastructure company, Sempra Energy. Today, she serves as the company's Director of Corporate Social Responsibility, a natural outcome of her studies in USD's Master of Science in executive leadership (MSEL) program, designed for established and emerging leaders who aspire to make a lasting organizational impact.

"THE MSEL PROGRAM FOCUSES ON THE PRINCIPLES OF SERVANT LEADERSHIP - AN APPROACH I USE EVERY DAY AS I FOCUS ON ACTIVATING OUR PURPOSE AS AN ORGANIZATION, GIVING BACK TO THE COMMUNITY AND FULFILLING OUR SOCIAL RESPONSIBILITY."

Like all of USD's graduate business programs, the MSEL curriculum heavily emphasizes principles of sustainability and corporate social responsibility, with the goal of developing socially-responsible and globally-minded business leaders. Cartmill graduated from USD with her MSEL degree in 2009; in 2010, she was promoted to Director of Corporate Social Responsibility.

"USD EPITOMIZES LEADERSHIP, SOCIAL RESPONSIBILITY AND COMMUNITY SERVICE - ALL OF WHICH ALIGN WITH MY VALUES AS AN INDIVIDUAL AND AS A LEADER."



"USD CHALLENGED ME TO
APPRECIATE THE NUANCES OF
ETHICS. IN BUSINESS, IT'S
REALLY ABOUT YOUR VALUE FOR
THE COMMUNITY YOU'RE SERVING.
IT HELPED ME SEE MY JOB AS
HAVING A BIGGER PURPOSE."

SHERMAN GILLUMS | '10

Chief Strategy Officer, AMVETS National Headquarters

## GIVING PARALYZED VETERANS A VOICE

After a serious car accident left him paralyzed while on active duty, Sherman Gillums committed his life to supporting veterans in similar situations by helping them secure the care to which they are entitled.

"I'M PROUD OF BEING A VOICE FOR THE VOICELESS, BUT I'M ALWAYS PROUDEST WHEN I'M REPRESENTING THE ORGANIZATION, NOT AS SHERMAN GILLUMS, BUT AS A PARALYZED VETERAN."

He enrolled at USD to build on leadership roles he held in the Marine Corps. Particularly influential was an ethics class he took from Professor Bob Schoultz, a former Navy SEAL.

## FROM MILITARY LEADER TO BUSINESS LEADER

More than 20 percent of our graduate business students have served, are transitioning from or are currently serving on active duty in the military, and we are consistently ranked among the top business schools for veterans in the United States.

### GET THE EDUCATION YOU DESERVE

USD's Military and Veterans Program provides focused services to all USD military-connected students, starting from the application process all the way through to your post-graduation career.

### ACCESS YOUR EDUCATION AND BENEFITS

USD waives the application fee for all military active duty and veterans, and is a Yellow Ribbon participating school. The dedicated Military and Veterans Programs office on campus will guide you in maximizing your benefits.

## DEDICATED TO YOUR CAREER, AFTER THE MILITARY

In addition to the camaraderie and connections of our active Military Alumni Veterans Network, our dedicated Graduate Business Career Services team is here to assist you as you transition to your next assignment by helping tailor the skills you've acquired in the defense sector to become a global business leader.



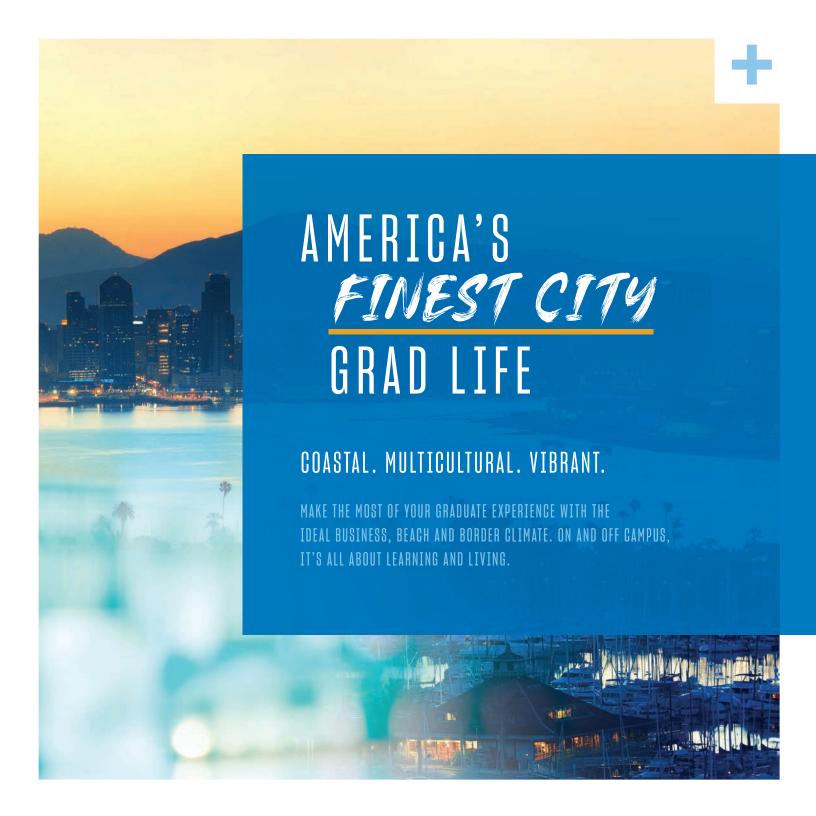
When Michelle Muñiz signed the contract on her first San Diego condo, she knew she had a passion for real estate. A frequently-on-the-move military wife and mom of three, she obtained her license and began buying and selling properties across the country.

Upon returning to San Diego, Muñiz began to notice an increase in homelessness and multi-family developments. To understand this divide, she applied to USD's Master of Science in real estate (MSRE) program.

"I WANTED TO DO SOMETHING THAT WOULD IMPACT MY COMMUNITY IN A POSITIVE WAY. TO BE A PART OF A SOLUTION THAT WOULD MAKE A DIFFERENCE AT HOME."

### MICHELLE MUÑIZ | '16

Real Estate Development at Affirmed Housing Group





### FORGE LONG-TERM PARTNERSHIPS AND LIFELONG FRIENDSHIPS

Your fellow grad students-many hailing from around the world-are likely to lead to your most valuable business partnerships and your most cherished friendships.

#### LOVE WHERE YOU STUDY

Our award-winning campus was named 'most beautiful in the nation' by *The Princeton Review*. USD also holds a gold ranking for sustainability from the Association for the Advancement of Sustainability in Higher Education.

### BUSINESS, INNOVATION AND COMMUNITY SHINE HERE

Forbes ranked San Diego 'the best city to start a business' and 'the fifth-best business community in the country.' We attract the world's best and brightest, just like you.

"THE MOST EXCITING THING FOR ME WAS THAT LEARNING AND EXPERIENCE WERE EVERYWHERE I TURNED. I STUDIED UNDER PROVEN BUSINESS LEADERS AND WITH INTERNATIONAL STUDENTS, WORKED AND PLAYED WITH A WIDE VARIETY OF CULTURES AND COMPANIES, AND BROADENED MY WORLD BEYOND BORDERS AND COUNTRIES.

SAN DIEGO ITSELF IS BEAUTIFUL, BUT THE EDUCATIONAL ENVIRONMENT AT USD IS BREATHTAKING."

DAVID JIMENEZ BURGOS, INTERNATIONAL GRADUATE STUDENT FROM SPAIN

## WHERE USD SCHOOL OF BUSINESS ALUMNI LEARN + EARN, AFTER GRADUATION.







Booz | Allen | Hamilton











Deloitte.







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McKinsey & Company

























## WISH YOU WEPE HEPE

4

AVG. 266 SUNNY DAYS PER YEAR AVG. 73° TEMP

