

Three world-class universities.
Three continents.
Three degrees.
One unparalleled experience.

World Bachelor in Business



a partnership of



 **USC** University of
Southern California

 THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY



Università Commerciale
Luigi Bocconi

LOS ANGELES

HONG KONG

MILAN

Build a Global Network

“The World Bachelor in Business partnership is about imagination, adventure and gaining an essential global perspective through which the students of today become the international business leaders of tomorrow. Joining three exceptional universities together in pursuit of a remarkable 21st-century educational experience, this innovative program helps students expand their potential and leverage new opportunities. As a member of the USC Marshall Undergraduate Advisory Council, I am particularly proud of the World Bachelor in Business program and look forward to witnessing and cheering the journeys of its students.”

— **Paul Baribault**
Vice President, Marketing
Walt Disney Studios Motion Pictures

“At Credit Suisse, in addition to academic excellence, we look for well-rounded candidates with long-term potential, and we seek enthusiastic people who will add fresh perspectives to our business throughout their career with us. The strong academic grounding, along with international and cultural exposure, students will obtain from the World Bachelor in Business program will give them a head start in today’s business world.”

— **Amie Wiseman**
Vice President
Head of Campus Relations APAC
Credit Suisse

“Passion, vision and curiosity are fundamental skills for the leaders who will drive the business of L’Oréal in the future. The World Bachelor in Business program represents a unique opportunity for students to explore different cultures and push themselves to new limits in a real-world experience. At L’Oréal, we are convinced that people make the difference more than processes. In four years and on three continents, WBB students will not only build solid competencies but also reinforce interpersonal capabilities and live their first intercultural experiences of management and leadership in a connected world. They will be prepared to face rapidly changing business areas and intercultural contexts, as it is at L’Oréal. We wish WBB students a thrilling experience!”

— **Andrea Guaraldo**
Human Resources Director
L’Oréal Italia

A Program for Future Global Leaders

PASSPORT TO SUCCESS

The World Bachelor in Business (WBB) is a bold new direction in higher education, whose goal is to foster truly international leaders who can thrive with the sort of complex international problems and opportunities facing business today. A cohort of 45 students from across the globe study at three highly regarded business schools, each in a major economic and cultural zone. At the end of four years, students have completed the required coursework for all three universities, earning a bachelor’s degree from each institution.

The WBB is the only undergraduate program of its kind, designed to engage intellectually curious and entrepreneurial students in a business curriculum that connects leading-edge teaching methods with cultural immersion and real-world experiences. English is the common language of the WBB as students become versed in the fundamentals of business in Asia, Europe and North America. With access to the resources of not one, but three research universities, students can expect rewarding opportunities for learning with internationally renowned teacher-scholars, as well as through research, extracurricular activities and internships that give them access to companies and business leaders making a global impact.

This is an approach to education that global executives want, an approach that will prepare a new generation of leaders for the opportunities of an interconnected world. At the end of this journey, students are global citizens fluent in the language of international business and join alumni networks with nearly endless reach and influence.

GLOBAL ITINERARY

World Bachelor in Business students can delve into the heart of Los Angeles to explore the emerging relationships between technology and entertainment during their first year at USC. They can meet with financial leaders in the high rises of Hong Kong to discuss the global banking industry while at HKUST. In Milan, they can consolidate their economic and management knowledge as they study the complexities of integrating the many countries of the European Union at Bocconi. After a fourth year at the partner school of their choice, WBB graduates will possess analytical, social and language skills that will uniquely qualify them for careers in a rapidly changing business arena.

MULTIPLY YOUR ASSETS

Faculty thought leaders, experiential learning, exposure to international markets, access to business leaders and membership in influential alumni networks — multiply these assets by three top universities and opportunities increase exponentially. Students with a World Bachelor in Business build a global network with unprecedented potential.

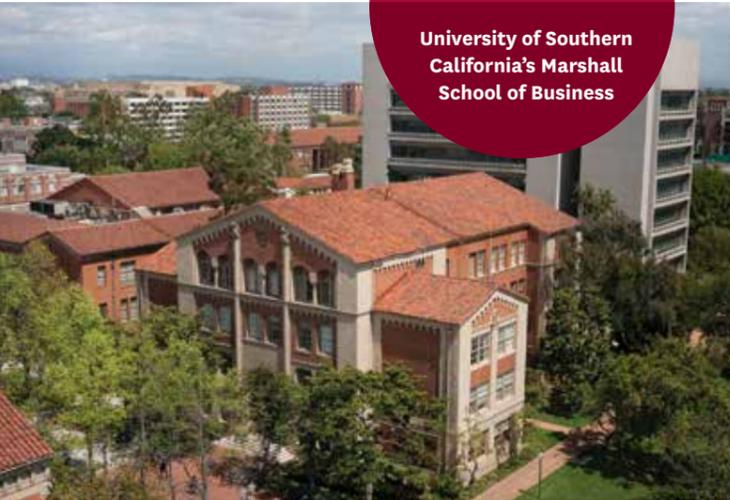


Business Across Borders

1

YEAR ONE

University of Southern California's Marshall School of Business



Students will begin their WBB education at the University of Southern California's Marshall School of Business. Consistently ranked among the nation's premier schools, USC Marshall is internationally recognized for its emphasis on entrepreneurship and innovation, social responsibility and path-breaking research. Its undergraduate programs emphasize experiential learning that nurtures entrepreneurial talent and critical-thinking skills. Located in Los Angeles, USC Marshall is integrally connected to Pacific Rim industries defining the new business frontier.

UNIVERSITY OF SOUTHERN CALIFORNIA

- Founded in 1880 and the oldest private research university in the West
- Consistently ranked among the nation's top tier of research institutions
- University Park campus attracts nearly 35,000 students from throughout the United States and 100 countries; USC has the largest number of international students of any U.S. university
- More than 400 internationally regarded graduate and professional programs
- Strong corporate connections and Trojan Family Network of more than 300,000 alumni in over 100 countries

2

YEAR TWO

The Hong Kong University of Science and Technology



Year two takes students to Asia for an intensive year of study at the Hong Kong University of Science and Technology. HKUST is a top-ranked international university with world-class faculty and facilities. The HKUST Business School is recognized as one of the youngest and most respected business schools in Asia and has an international faculty of 140 professors. The school has also established a solid international reputation for its research excellence, with consistent rankings as No. 1 in Asia and top 20 in the world.

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

- Named the top university in Asia by QS Asian University Rankings 2011-2013
- Global reputation for its world-class EMBA and MBA programs, as well as high-quality research
- 30-plus nationalities creating a diverse undergraduate student mix
- Dynamic learning environment designed to nurture well-rounded graduates with a strong entrepreneurial spirit and innovative thinking
- Strong ties with global thought leaders as well as wide-ranging connections with Mainland China

3

YEAR THREE

Università Commerciale Luigi Bocconi



For the third year, WBB students will move from the Pacific Rim to the heart of Europe to study at Università Bocconi in Milan, Italy. Founded in 1902, Bocconi is a university of international standing in business, economics and law that welcomes students from dozens of countries. Its programs, from Bachelor through Ph.D., focus on interactive teaching methods and hands-on experience that prepare students for success in the job market. Bocconi promotes economic advancement through research and instills civic values in all its students by placing a strong emphasis on ethics.

UNIVERSITÀ BOCCONI

- Highly ranked MBA and Master of Science programs
- Dynamic study environment, with students and faculty coming from 80 countries; international programs from Bachelor to Ph.D. taught in English, with emphasis on research at all levels
- Network of relations with 220 leading universities in 50 countries, enabling more than 2,000 study abroad opportunities each year
- Strong connections with the global business community and the international job market, including a solid network of alumni in many countries
- Modern, urban campus, fully equipped with up-to-date resources and facilities, providing a variety of cultural, social and sporting activities

4

YEAR FOUR

choose any of the three partner universities



In the fourth year, WBB students choose one of the three partner universities to complete their studies. Throughout their journey, students will gain an understanding of their interests and future goals. This crucial fourth year provides students with the flexibility to truly customize their college experience:

- A final year at Bocconi honing Italian skills and taking seminars on international finance
- More time at HKUST to further explore Hong Kong as a world financial center and China as an engine of growth in international business
- Return to USC, leveraging partnerships with the university's connections to the entertainment, real estate or communications industries

A Curriculum Without Boundaries

The WBB curriculum is rigorous and provides a solid foundation in business and economics. It also encourages a well-rounded education, requiring liberal arts courses with an emphasis on writing, science and humanities.

The first three years are composed of required courses that focus on a variety of topics according to the country of study and the special strengths of each school. Business and legal courses with regional emphases will help students acquire an in-depth understanding of the nuances of doing business in different global environments. Students will take most of their classes with the general university population, but a class specifically for the cohort will be arranged each year.

1 YEAR ONE: USC

At USC, students will be immersed in business from day one. The first year includes foundational business courses like Microeconomics for Business, along with classes designed to build essential business skills like Writing and Critical Reasoning.

In Leading Organizations, which focuses on leadership and management skills, students participate in hands-on projects at the Experiential Learning Center, one of the top business training facilities at any institution of higher education. Through business simulations, students put theory into practice and develop leadership, negotiation and communication skills.

Global Social Impact is a new course offered exclusively to WBB students. The course is an unparalleled, first-year experience unlike any course available at USC Marshall. This unique, project-based program will provide a comprehensive introduction to foreign markets and business practices in a developing economy. Additionally, it will expose students to the topics of social entrepreneurship, sustainable development, economics in emerging markets, business, government and society, corporate social responsibility, and public/private-sector development. Ultimately, participating students will travel to Brazil to present their findings to a selected client.

2 YEAR TWO: HKUST

Leveraging HKUST's strengths as a school of science and technology, students will gain professional and technical knowledge while developing a strong entrepreneurial spirit and innovative thinking — the necessary foundation and skills for an evolving world. Courses will offer unique insights into the way business works in China and Asia and provide an introduction to the Chinese languages. Other courses such as Mathematics for Economists, Business Statistics and Introduction to Information Systems emphasize mathematical and analytical skills. Students will take their first Accounting class and develop critical-thinking skills studying Science and Technology and other subjects.

In both the first and second years, students can select from a variety of humanities courses (literature, music, philosophy, art, anthropology, religion, history, etc.) designed to encourage an appreciation of Western and/or Chinese cultures and to develop analytical and communication skills.

3 YEAR THREE: BOCCONI

The Bocconi curriculum focuses on finance, economics and law; and courses in the third year will include Corporate Finance, Financial Markets and Institutions, and European Economic Policy. Students will examine the fundamentals of Italian civil law within the broader framework of European legal culture in Introduction to the Legal System, and analyze economic developments in Western nations in Economic History. The course in Public Management will explore the complex relations between private businesses and the government bodies for whom they supply products, services and management know-how at the national and local levels.

In additional classes, students will learn about the specifics of doing business in the European Union and build introductory Italian language skills.

4 YEAR FOUR: OPEN

The fourth and final year reinforces an integrated view of business with courses in Business Communications, Ethics and Strategy.

Year four also allows students to focus on specific interests and objectives, not only in the choice of which school to attend, but also through the selection of elective courses.

BUSINESS... FIRSTHAND

The WBB program integrates curricular and co-curricular learning, giving students direct exposure to different academic, cultural and professional environments. Outside of the classroom, students may visit companies, meet executives and have the chance to hear guest speakers, including alumni and corporate leaders from the business community. In addition, students may take advantage of internships or work on research projects with faculty.



LANGUAGE PROFICIENCY

Being able to communicate in multiple languages enables the kind of network building and personal relations that can make a big difference when doing business. The objective of foreign language courses in the WBB is to provide students with the ability to use English at an advanced level, while Italian, a second European language and Chinese will be taught at the introductory level. Progress in language learning will be certified in courses at each school or through recognized language certificates.



Location

LOS ANGELES

Los Angeles is a global force in industries ranging from health care to entertainment, from real estate to communications, from biotechnology to green design. Los Angeles is home to the headquarters of 15 Fortune 500 companies and a thriving multicultural environment where more than 200 languages are spoken. USC puts students at the heart of Los Angeles and Southern California, providing connections to the people and places that make L.A. one of the nation's gateways to the global economy.



HONG KONG

Hong Kong, a major global financial and business center, is a commercially vibrant metropolis where Chinese and Western influences fuse. Situated in the heart of Asia, Hong Kong has one of the largest foreign exchange markets in the world. It is also rated as the world's most competitive economy. In addition to being a strategic gateway to Mainland China, which is a major engine of world growth, Hong Kong also serves as a convenient entry point to the rest of Asia, providing students with easy access to countries like Singapore, Korea and Japan.



MILAN

Milan is Italy's international economic and financial hub, as well as a capital for fashion and industrial design. Living here, students will soon understand why Milan is famous among Italian cities for its fast pace and hardworking can-do attitude. Italian culture, cuisine and nightlife are all within walking distance of the Bocconi campus, and the town center is a showcase for Milan's history as a regional capital of the Roman Empire, a powerful medieval Duchy and Leonardo da Vinci's Renaissance home.



The Student Experience

ACCOMMODATIONS

Residential life is an important component of a university education. This is particularly crucial for WBB students. All students will be provided with accommodations in university housing at each location, offering them the opportunity to meet friends from all over the world, understand different cultures and adjust to the local community. All three universities provide various residential hall options both on campus and off campus.

ADVISORS

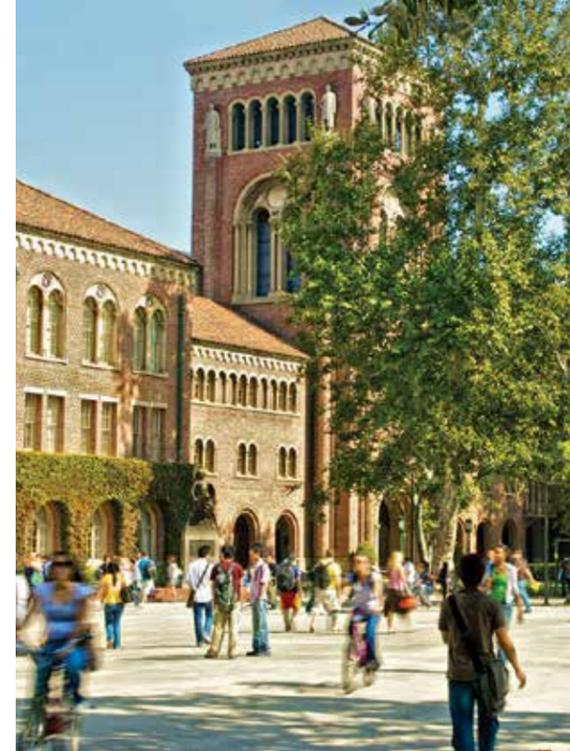
WBB students will attend three different universities, each with a unique academic structure. Each school will provide specific support to assist WBB students in making the transition from one campus to another, both from an academic and administrative point of view. WBB faculty advisors will also be available at all schools to help students choose a program of study that fulfills the WBB requirements and make plans that best fit their career aspirations.

SOCIAL ACTIVITIES

WBB students will bond as a cohort and be able to explore the full range of extracurricular opportunities at each school. There will be activities designed specifically for the program, and students will be encouraged to get involved in the campus communities and take leadership positions in student organizations. They can try everything from case competitions and consulting work for non-profit organizations to athletics and martial arts. Of course, all three cities have abundant historical and cultural sites to explore, and their locations are ideal bases from which to make excursions to nearby cities and countries.

CAREER SERVICES AND PLACEMENT

One reason for creating the WBB program was to respond to the demand expressed by the business world for young managers with international training. In order to help WBB students successfully launch their careers, each school will endeavor to identify specific internship opportunities. WBB students will have access to career counselors and career development resources and activities at all three schools, giving them extra tools to become the drivers of their professional lives, whatever path they choose after graduation. WBB graduates will be well positioned for careers in a broad range of areas in the private and public sectors, for their own entrepreneurial initiatives or for graduate school.





Admission Information

Selection for the WBB program is competitive. The program provides a small cohort of 45 truly international students with a solid preparation in the field of business management. The strongest candidates will have an outstanding academic record and an ability to adapt and thrive in different environments. Students' academic history and writing prompts help us determine preparedness for this rigorous and rewarding program.

ADMISSION STANDARDS

Applicants are evaluated on the content and rigor of their high school coursework, their grades, standardized test scores, activities summary, essay and counselor/teacher recommendations.

- High school transcripts from grades 9-12
- SAT or ACT, essays and essay scores are optional
- TOEFL or other English language certificates
- Activities summary
- Personal statement
- Counselor or teacher recommendations
- Video introduction*

At the discretion of the admission committee, personal interviews may be required for admission consideration. Other supplementary materials and information may also be required.

APPLICATION CHANNELS AND TIMELINE

The WBB admission committee is comprised of program and admission directors from each school acting as full and equal partners. The committee selects the incoming WBB cohort. Interested students are encouraged to visit each school's website to learn about specific WBB application processes and recruitment programming. In an effort to accommodate school-specific admissions protocols and schedules, WBB applicants are allowed to select the application channel that best suits their needs.

- Università Bocconi
www.unibocconi.eu
- The Hong Kong University of Science and Technology
www.wbb.ust.hk
- USC Marshall School of Business
www.wbb.usc.edu

Careful adherence to application filing instructions and deadlines at each university will ensure eligibility for admission consideration. Incomplete applications cannot be considered.

Only one application to the WBB program is required. Applicants are advised to file with the university where they may want to be considered for other programs. Applying to the WBB will not influence chances for admission to any of the three universities or other programs of interest.

ADMITTED STUDENTS

Upon admission, students must reserve their space in the class by May 1. New freshman orientation/registration begins in May and runs through August. Students will receive a welcome package with details on all of the above and more.

RECRUITMENT AND OUTREACH

Prospective students are encouraged to visit program campuses and engage in outreach programs. Each school offers a calendar of events designed to provide in-depth program information and personal exchange. Please contact the WBB Program Offices for more information.

* For more information and instructions, please visit:
<https://app.kiratalent.com/applicant/4XL6D/instructions>

Tuition and Scholarships

TUITION AND FEES

During the first three years, students will pay the tuition and fees of the university where they are in residence. Actual costs are subject to change, please refer to the school websites for current tuition information.

2017	YEAR 1 USC	YEAR 2 HKUST	YEAR 3 BOCCONI
Tuition	USD 51,442	HKD 200,000	Euro 18,000
Accommodation	USD 16,071*	HKD 18,000–100,000*	Euro 7,000

* Varies based on availability and selection

The fourth-year tuition fee will be charged at the average tuition fee across the three universities and paid to USC in U.S. dollars.

Please also take into consideration that other costs will occur each year, such as travel expenses (related to moving from one country to another), books, supplies, medical insurance and personal expenses. WBB advisors will work with families and students to help define these costs.

Please be aware that, for admission to USC, international students are legally required to demonstrate that they are able to support themselves financially, including tuition, accommodations and other expenses, for one year.

SCHOLARSHIPS

The WBB application is used for merit consideration. No other application is needed.

The WBB program offers a limited number of merit scholarships covering a percentage of annual tuition fees. Merit awards are renewable if academic and related standards are upheld.

Scholarship awards are extended in consideration of academic merit, and distinguished accomplishments.

FINANCIAL AID

Students are encouraged to investigate country-specific scholarship opportunities, financial aid packages and loans on the websites of the three partner schools. Candidates for regionally accepted merit programs should inquire if the award program can be applied toward the WBB program.

USC MARSHALL SCHOOL OF BUSINESS: usc.edu/admission/fa

HKUST BUSINESS SCHOOL: sfao.ust.hk/main/index.html

UNIVERSITÀ BOCCONI: www.unibocconi.eu/wps/wcm/connect/bocconi/sitopubblico_en/navigation+tree/home/campus+and+services/services/student+assistance

The logo for the World Bachelor in Business program, featuring the text "World Bachelor in Business" centered within three overlapping circles in red, blue, and gold.

World Bachelor in Business



USC MARSHALL SCHOOL OF BUSINESS

Office of Undergraduate Admissions

busadm@marshall.usc.edu

(+1) 213-740-8885

wbb.usc.edu



HKUST BUSINESS SCHOOL

World Bachelor in Business Program Office

wbb@ust.hk

(+852) 3469-2086

wbb.ust.hk



**Università Commerciale
Luigi Bocconi**

UNIVERSITÀ BOCCONI

Student Affairs Division

Guidance and Recruitment Office

wbb@unibocconi.it

(+39) 025836.5930

www.unibocconi.eu/wbb