

USC News

Greif Center Program Takes No. 1 Ranking

10/15/07

A USC Marshall graduate program hits the top of this year's chart compiled by *Entrepreneur* magazine and the *Princeton Review*.

By LeRoy Hudson

The Lloyd Greif Center for Entrepreneurial Studies at the USC Marshall School of Business has been named the nation's No. 1 graduate program in just-released 2007 rankings from *Entrepreneur* magazine and the *Princeton Review*.

The rankings will appear in the magazine's November issue, on newsstands Oct. 23. Now in their fifth year, the rankings involve evaluations of entrepreneurship programs at 900 schools.

The magazine's editors said surveys found that budding entrepreneurs are strongly interested in programs with "strong alumni networks, an emphasis on feasibility studies and activities for engaging the local business community," all areas that play to USC Marshall's strengths as a center for entrepreneurial study and research.

Schools were evaluated in such areas as academics and requirements, students and faculty, and outside-the-classroom support and experiences.

The Greif Center is the nation's oldest integrated entrepreneurship program. *Fortune* magazine recently named Greif Center director Tom O'Malia one of the country's top 12 entrepreneurship professors.

USC Marshall Dean James G. Ellis has identified entrepreneurship and innovation as core areas of emphasis for the school, which is headquartered in one of the nation's most entrepreneurial regions.

Students are required to meet and extensively interview entrepreneurs in the field they would like to pursue, and they routinely take part in networking opportunities. As with all USC Marshall graduate students, they are required to take part in an international project, during which they work on business problems facing real companies.

Graduates become part of USC Marshall's 70,000-strong alumni network, which comprises about one-third of the Trojan family.

USC Marshall's successful alumni entrepreneurs include Marc Benioff of SalesForce.com, Paul Orfalea of Kinko's, Chris DeWolfe and Josh Berman of MySpace and Gordon Marshall of Marshall Industries, a pioneer in Internet-enabled electronics distribution.