Global Management (Creative Industries and Design Thinking), MGM

This master's degree program provides students with a skill set that will strengthen the interdisciplinary ability to connect knowledge of the cultural industries with design-thinking methodology to build on their management skill set.

Program Description

Degree Awarded: MGM Global Management (Creative Industries and Design Thinking)

In the creative industries and design thinking concentration within the MGM program, students are empowered to advance innovation in the cultural sector, support creative work and careers, and design public and private enterprises that will strengthen arts and design in the future. The program prepares graduates to understand the complex economic, legal, political and social context that surrounds any innovation or enterprise.

Students are exposed to design-thinking pedagogy as they increase their capacity for interpersonal communication, public communication, opportunity recognition, network and systems thinking, problem recognition and creativity as well as demonstrated ability in cultural leadership and knowledge of the creative industries, distribution of creative products, the creative process, and management of innovation in the creative industries.

At a Glance

- **College/School:** Thunderbird School of Global Management
- **Location:** Downtown Phoenix campus
Degree Requirements

49 credit hours, a foreign language exam, including the required capstone course (TGM 597)

**Required Core (3 credit hours)**
TGM 506 Communicating and Negotiating Across Cultures (3)

**Concentration (6 credit hours)**
HDA 513 Creativity and Design Thinking (3)
HDA 521 Counting Arts and Culture: Reasoning with Empirical Evidence (3)

**Restricted Electives (6 credit hours)**
GRA 501 Creative Environment and Collaborative Leadership (3)
HDA 522 Media Literacy and Distribution (3)
creative enterprise development elective (3)
leadership elective (3)

**Open Electives (12 credit hours)**

**Other Requirement (21 credit hours)**
foreign language
TGM 515 Navigating Global and Regional Business Environments (3)
TGM 517 Global Accounting and Financial Management (3)
TGM 545 Advanced Perspectives on Global Leadership and Strategy (3)
TGM 557 Global Data and Marketing Analytics (3)
TGM 586 Global Entrepreneurship and Sustainable Business (3)
TGM 596 Thunderbird Experiential Practicum (6)

**Culminating Experience (1 credit hour)**
TGM 597 Thunderbird Integrative Experience (1)

**Additional Curriculum Information**
For restricted electives, students either take HDA 522, GRA 501, a creative enterprise development elective or leadership elective for a total of six credit hours.

Open electives are approved by the academic unit.

Except for TGM 596 and the foreign language requirement, other requirement courses may be substituted with approval of the academic unit.

Proficiency in a second language is required for graduation from the MGM degree program. Students whose native language is not English who meet the admission requirements for the Master of Global Management program satisfy the language requirement.
Students whose native language is English must satisfy the graduation requirement for language proficiency by waiving this requirement through an Oral Proficiency Interview administered by a 3rd party vendor OR successfully complete six credit hours of 400 level or higher foreign language coursework as part of the program electives.

**Admission Requirements**

Applicants must fulfill the requirements of both the Graduate College and the Thunderbird School of Global Management.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any subject or related field from a regionally accredited institution.

Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

Applicants are required to submit:

1. graduate admission application and application fee
2. official transcripts
3. professional resume
4. two letters of recommendation
5. GRE or GMAT score
6. proof of English proficiency

**Additional Application Information**

An applicant whose native language is not English (regardless of current residency) must provide proof of English proficiency.

**Contact Information**

Thunderbird School of Global Management | AZCTR 800
admissions.tbird@asu.edu | 602-496-7100