Global Management (Global Digital Transformation), MGM

Customize the world's No. 1-ranked MGM degree (Times Higher Education/Wall Street Journal, 2019) with digital skills in marketing, design and product development. A Master of Global Management with a concentration in global digital transformation prepares you to lead the way in global industry 4.0, which focuses on automation and data analytics.

**Program Description**

**Degree Awarded: MGM Global Management (Global Digital Transformation)**

Digital marketing is expected to have an 11% compound annual growth through 2021 (Forbes). Similarly, advances in technology have made programming and data analysis accessible to individuals with less advanced technical training. This has created a class of hybrid jobs that combine digital skills with marketing and design (Burning Glass). The World Economic Forum, Future of Jobs Survey and the Jobs of the Future report by McKinsey Global Institute 2017 listed transdisciplinary, new media literacy and virtual collaboration as important job skills for the future.

In response to this trend, Thunderbird has designed the global digital transformation concentration within the MGM degree program.

This concentration is offered to students interested in augmenting their digital skills in the areas of marketing, design and product development. Through collaborative courses offered in partnership with other ASU colleges, students may combine the global management skills of the Master of Global Management with digital expertise to create a dual specialization that will continue to be in high demand throughout the global economy.

The World Economic Forum reports that empathy and collaboration are two critical abilities for a global manager's success. These abilities are equally critical for those seeking careers in global digital transformation. They are skills that rely on the development of social capital. This program is designed to develop a student's social capital through field-based action learning, team-based projects and stretch assignments. Students have the ability to build sustainable trusting relationships --- the basis of social capital --- with others from diverse parts of the world. By developing a deep capacity for intercultural empathy, the
ability to have an interpersonal impact and the ability to act with diplomacy, graduates are prepared to take on a leadership role in a global organization.

Digital transformation is a field that is highly sought after. However, technical skills need to be supplemented with a strong repertoire of leadership and collaboration skills. The Master of Global Management program with a concentration in global digital transformation expands students' choices of electives and fuses technological skills with managerial skills. In this concentration, students combine the global management skills of the Master of Global Management with digital expertise by specializing in the various pathways of global digital transformation through program coursework.

Thunderbird School of Global Management has produced unique leaders for more than 70 years, leaders in every sector capable of tackling the world's greatest challenges. The alumni network comprises 45,000 graduates and 170 chapters around the globe.

At a Glance

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

Accelerated Program Options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Business (Business Administration), BA
- Business (Communication), BA
- Business (Global Logistics Management), BA
- Business (Global Politics), BA
- Business (Health Care), BA
- Business (Information Security), BA
- Business (Law), BA
- Business (Public Service and Public Policy), BA
- Business (Sports Business), BA
- Business (Sustainability), BA
- Business (Technology), BA
- Business (Tourism), BA
- Finance, BS
Acceptance to the graduate program requires a separate application. During their junior year, eligible students will be advised by their academic departments to apply.

**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 (9 credit hours)**
TGM 530 Big Data in the Age of the Global Economy (3)
TGM 554 Global Marketing Research (3)
TGM 558 Global Data Analytics for Strategic Marketing (3)

**Electives (15 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**
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 Master of Global Management degree program. Students whose native language is not English and who meet the admission requirements for the 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 third-party vendor OR successfully completing 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 cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must 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 must provide proof of English proficiency regardless of current residency.

**Global Opportunities**

**Global Experience**

Students in Thunderbird's MGM program have unique opportunities to apply and hone their learning in international settings. Experiential learning exposes students to actual problems faced by leaders of multinational businesses and governmental or nonprofit organizations that operate on an international level. Working with Thunderbird professors, their fellow students, alumni and corporate partners, students master and apply global management principles and concepts to meet real business challenges through special
courses, labs and projects. Thunderbird offers a wide variety of experiential learning engagements, giving students the ability to solve real-world challenges by collaborating with the school's corporate partners around the world. Some options include:

Global Field Seminars
This two- or three-week seminar exposes students to the dynamics and nuances of doing business in a focused region of the world. Teams of students go on company site visits and attend high-level meetings and presentations with business, government and cultural leaders as well as with Thunderbird alumni. Students gain invaluable hands-on experience while expanding their global business skills so they can become major assets to any organization they join after graduating.

Thunderbird Global Challenge Laboratories
This is a client-facing, project-based course built on a six- to seven-week immersion assignment in a key emerging or advanced market. Projects take students to destinations all over the world. They are tailored to the business needs of the client and challenge students to provide sophisticated data and market analysis, strategy recommendations and plans for sustained growth that are both practical and effective. For more information, students should visit https://thunderbird.asu.edu/challenge-labs.

Contact Information

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