Global Management (Global Digital Transformation), MGM

Building on the #1 ranked Master of Global Management degree (Times Higher Education/The Wall Street Journal, 2018), this concentration allows you to augment your digital skills in the areas of marketing, design and product development, and to advance the global industry 4.0, which focuses on automation and data exchange.

Program Description

Degree Awarded: MGM Global Management (Global Digital Transformation)

Digital transformation is a field that is highly sought after. However, technical skills need to be supplemented with strong social and collaboration skills. The MGM 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.

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 (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 3rd party vendor OR successfully completing 6 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.

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 (regardless of current residency) must provide proof of English proficiency.

Contact Information
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