



## Arizona State University (Downtown Phoenix)

### Global Management (Global Digital Transformation), MGM

#### Study details

**Course type:** Master's degree

**Degree:** Global Management (Global Digital Transformation), MGM TBGMGDTMGM

**Study mode:** Full time

**Duration:** 24 Month

#### Cost of study

**Cost :** 35 000 USD

**Reg. fee :** 115 USD

**Scholarship :**

**Insurance :** 2 765 USD

#### Intake/s

Jan/May/Aug

#### Requirements

##### 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. resume
4. essay response to application question
5. one professional or academic reference
6. interview
7. proof of English proficiency

#### Additional Application Information

An applicant whose native language is not English must provide proof of English proficiency (*TOEFL 100 (no band below 20) (IELTS 7.0 at least 6.5 in all skills)*) regardless of their current residency.

The resume should demonstrate the applicant's professional and academic history.

An interview is required. Final applicants may be asked to complete an additional interview.

## **Accommodation**

Provided by partner agencies;

On-campus housing and meals \$18,933

## **Speciality**

### **STEM-OPT for international students on F-1 visas**

This program may be eligible for an Optional Practical Training extension for up to 24 months. This OPT work authorization period may help international students gain skills and experience in the U.S. Those interested in an OPT extension should review ASU degrees that qualify for the STEM-OPT extension at ASU's International Students and Scholars Center website.

The OPT extension only applies to students on an F-1 visa and does not apply to students completing a degree through ASU Online.

## **Additional information**

## **Program description**

Degree awarded: MGM Global Management (Global Digital Transformation)

The STEM-designated global digital transformation concentration within the MGM degree program is geared toward students interested in augmenting their digital skills in the areas of management consulting, marketing, design and product development.

Students can tailor this cutting-edge academic concentration to fit their specific learning goals. Through collaborative courses offered in partnership with other ASU colleges, students may combine the global management skills gained in 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.

Students expand their electives, fuse technological skills with managerial skills, and combine the global management skills of the MGM with digital expertise by specializing in the various pathways of global digital transformation through program coursework and applied learning projects guided by faculty experts.

## **About Thunderbird**

Thunderbird School of Global Management has produced world-class leaders for more than 75 years. The ideal Thunderbird student is curious, globally minded, and eager to develop and advance their careers in leadership and management within the global and digital landscape of the current world. Upon completion of this degree, graduates join a thriving global alumni network nearly 50,000 strong, managing some of the world's largest institutions, companies, nonprofits and NGOs.

## Concurrent program options

Students can choose to create their own concurrent degree combination to match their interests by working with their academic advisor during or after their first semester of study. Some concurrent combinations are not possible due to high levels of overlap in curriculum; students should speak with their academic advisor for more details.

This degree is also offered as a concurrent program with the following:

- Artificial Intelligence in Business, MS

## 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 plus master's degree with:

- Asia Studies (East Asia), BA
- Asia Studies (South Asia), BA
- Asia Studies (Southeast Asia), BA
- Biological Sciences, BS
- Biological Sciences (Biology and Society), BS
- Biological Sciences (Genetics, Cell and Developmental Biology), BS
- Biological Sciences (Neurobiology, Physiology and Behavior), BS
- Business (Agribusiness Innovation and Technology), BA
- Business (Business Administration), BA
- Business (Communication), BA
- Business (Food Industry Management), BA
- Business (Global Logistics Management), BA
- Business (Global Politics), BA
- Business (Health Care), BA
- Business (Information Security), BA
- Business (Language and Culture), BA
- Business (Law), BA
- Business (Public Service and Public Policy), BA
- Business (Sports Business), BA
- Business (Statistics), BA
- Business (Sustainability), BA
- Business (Technology), BA
- Business (Tourism), BA
- Business Data Analytics, BS
- Business Entrepreneurship, BS
- Economics, BS
- Engineering Management, BSE
- Finance, BS
- Global Health, BA
- Global Management, BGM
- History, BA
- Industrial Design, BSD
- Industrial Engineering, BSE
- Informatics, BS

- International Trade, BS
- Jewish Studies, BA
- Liberal Studies, BA
- Management, BS
- Marketing, BS
- Marketing (Digital and Integrated Marketing Communications), BS
- Marketing (Professional Sales), BS
- Microbiology, BS
- Philosophy, BA
- Philosophy (Morality, Politics and Law), BA
- Religious Studies (Religion, Culture and Public Life), BA
- Religious Studies (Religion, Politics and Global Affairs), BA
- Supply Chain Management, BS

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program.

## Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Develop the ability to build sustainable and trusting relationships with others from diverse parts of the world.
- Demonstrate proficiency in strategy and tactics for analytic decision making in and managing of digital transformation, emphasizing global management and marketing analytics.
- Develop the ability to inspire others in a global world.

## 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 one- or two-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.

## Career opportunities

Career examples include:

- intelligence analyst
- logistics analyst
- management analyst
- marketing manager
- market research analyst and marketing specialist