

# Global Management (Creative Industries and Design Thinking), MGM

TBGMCIDMGM

Are you seeking a leadership role in a global organization? This concentration offers applied learning opportunities and internships in settings around the world. You'll gain hands-on experience and learn from the diverse perspectives of a global cohort of classmates.

## Program description

### **Degree awarded: MGM Global Management (Creative Industries and Design Thinking)**

The World Economic Forum reports that empathy and collaboration are two critical abilities for global manager success. These are equally critical for those seeking careers in creative industries and industries that use design thinking. These abilities rely on the development of social capital. Students in this program learn 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. This program is designed to develop a student's social capital through field-based action learning, team-based projects and stretch assignments.

This concentration is offered in collaboration with the [Herberger Institute for Design and the Arts](#).

### **Inventive thinking. Innovative leadership.**

This program can fill the entrepreneurial skills gap that exists among traditional art and design graduates. The National Strategic National Arts Alumni Project survey of over 100,000 art and design graduates indicates that while 77% of architecture graduates and 75% of fine arts graduates believe entrepreneurial skills to be somewhat or very important, only 24% and 21%, respectively, gained the necessary entrepreneurial knowledge and skills as undergraduates.

The MGM program with a concentration in creative industries and design thinking teaches students critical skills with an interdisciplinary focus to meet a current need in the globally expanding field of creative industries. Additionally, providing students with an entrepreneurial skill set strengthens their ability to connect interdisciplinary knowledge of the cultural industries with design thinking methodology, building on management skills and the ability to apply entrepreneurial vision to the globally interconnected sector of art and design. 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. They demonstrated abilities in cultural leadership, knowledge of the creative industries, distribution of creative products, the creative process and management of innovation in the creative industries.

This program empowers students to advance innovation in the cultural sector, support creative work and careers, harness social capital, 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 contexts that surround any innovation or enterprise.

Thunderbird School of Global Management has produced unique leaders for over 75 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](#)

## 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. Interested students can learn about eligibility requirements and [how to apply](#).

## Degree requirements

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

### **Required Core (3 credit hours)**

TAM 582 Communicating and Negotiating in a Dynamic Global World (3) or  
TGM 506 Communicating and Negotiating Across Cultures (3)

### **Concentration (6 credit hours)**

HDA 513 Applied Creative Research and Evaluation Methods (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 Global Leadership and Strategy (3)  
TGM 557 Global Marketing and Data Analytics (3)  
TGM 586 Global Entrepreneurship and Sustainable Business (3)  
TGM 596 Thunderbird Experiential Practicum (6)

### **Culminating Experience (1 credit hour)**

TGM 597 Thunderbird Personal Leadership Development (1)

### **Additional Curriculum Information**

For restricted electives, students choose two of the following for a total of six credit hours: HDA 522, GRA 501, a creative enterprise development elective, a leadership elective.

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 either through an oral proficiency interview administered by a third-party vendor or by 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.

Applicants are required to 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](#) 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 attend an additional interview.

## Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

## 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.
- Apply design thinking to identify challenges to and opportunities for success in the creative industries.
- Develop the ability to inspire, influence and motivate others in a global world.

## Global opportunities

### Global experience

Students in Thunderbird's Master of Global Management program have unique opportunities to apply and hone their learning in international settings. Experiential learning exposes Thunderbird 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, allowing students to solve real-world challenges by collaborating with the school's corporate partners around the world. Some options include the following:

### 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, enabling them to 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 the [Thunderbird Global Challenge Lab website](#).

## Career opportunities

Career examples include positions as:

- intelligence analysts
- instructional designers and technologists
- management analysts
- marketing managers
- market research analysts and marketing specialists
- sales managers
- social and community services managers

## Contact information

[Thunderbird School of Global Management](#) | TGHB 209  
[admissions.tbird@asu.edu](mailto:admissions.tbird@asu.edu) | 602-496-7100