

Global Management (Global Digital Transformation), MGM

TBGMGDTMGM

Thrive in global markets and respond to the challenges of the global and digital landscape of today's interconnected world. Customize your degree and acquire digital skills in marketing, design, product development, automation and data analytics.

Program description

Degree awarded: MGM Global Management (Global Digital Transformation)

The STEM-designated global digital transformation concentration within the Master of Global Management program is designed for students interested in augmenting their digital skills in the areas of management consulting, marketing, design and product development.

Students can tailor this next-generation 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 MGM with digital expertise to create a dual specialization that will continue to be in high demand throughout the global economy.

Students in this concentration 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 nearly 80 years. The ideal Thunderbird student is curious, globally minded and eager to develop and advance their career in leadership and management within the global and digital landscape of today's interconnected world. After completing this program, graduates join a thriving global alumni network nearly 50,000 strong, managing some of the world's largest institutions, companies, nonprofits and NGOs.

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.

At a glance

- **College/school:** [Thunderbird School of Global Management](#)
- **Location:** [Downtown Phoenix](#)
- **STEM-OPT extension eligible:** Yes

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](#)

[Compare programs](#)

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 \(Applied Supply Chains\), BA](#)

[Business \(Business Administration\), BA](#)

[Business \(Communication\), BA](#)

[Business \(Food Industry Management\), 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 \(Digital\), 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](#)

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 (12 credit hours)

Electives (12 credit hours)

Other Requirements (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

Electives are approved by the academic unit.

Except for TGM 596 and the foreign language requirement, courses on the Other Requirements list 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 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 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 must have earned a bachelor's or master's degree in any subject 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 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 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.

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.

Global opportunities

Global experience

Global Challenge Lab

Students in Thunderbird's MGM program have distinct 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 practical challenges by collaborating with the school's corporate partners around the world.

The [Global Challenge Lab](#) 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 client's business needs and challenge students to provide sophisticated data and market analysis, strategy recommendations, and plans for sustained growth that are practical and effective.

Career opportunities

Career examples include:

- intelligence analyst
- logistics analyst
- management analyst

- marketing manager
- market research analyst or marketing specialist

Contact information

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602-496-7100

[Admission deadlines](#)