Global Management (Global Entrepreneurship), MGM

This concentration builds on Thunderbird's No. 1-ranked MGM degree (Times Higher Education/Wall Street Journal) to provide the expertise needed to conceive and execute innovative global ventures. Through rigorous coursework and in-depth exposure to current multicultural business practices, students master the principles of management for global entrepreneurial enterprises.

Program Description

Degree Awarded: MGM Global Management (Global Entrepreneurship)

Entrepreneurship activities continue to grow globally and increasingly, these innovative activities were triggered by opportunities rather than by the kinds of necessity that historically drove creativity for many decades around the world. The new digital technological transformation has created tremendous opportunities and led to an increase in the need for new, creative ventures. Additionally, the report also found that the change in attitude toward entrepreneurship and regulations in various countries had sparked and perpetuated entrepreneurship activities.

To meet this market need, Thunderbird has designed the global entrepreneurship concentration within the school's top-ranked MGM degree program. This concentration is offered to students who are interested in starting their own business or who need to be entrepreneurial in the organizations they work for.

The World Economic Forum reports that empathy and collaboration are two critical abilities for a global leader's success. These abilities are equally critical for those seeking careers in global entrepreneurship, and they rely on the development of social capital. This academic concentration is designed to develop a student's social capital through field-based action learning, team-based projects and stretch assignments. Students learn and master proven methods and techniques to build sustainable, trusting relationships --- the basis of social capital --- with others from diverse parts of the world, developing intercultural empathy, the ability to have an interpersonal impact and the mental dexterity to act with diplomacy.

Global entrepreneurs are innovators who use their international business acumen and professional connections to identify transnational and cross-cultural opportunities, turning them into new
value-generating initiatives. The Master of Global Management program with a concentration in global entrepreneurship provides a broad foundation of international business knowledge and sharpens students’ entrepreneurial skills by helping develop business plans for global enterprises. This concentration offers learning opportunities specifically designed to foster innovation and economic growth worldwide to stimulate the growth of students into global entrepreneurs. Students build on a base of skills in areas such as finance and accounting with specialized education in research, pitching business ideas and analyzing markets for the viability of new products and services.

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:

- **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 (Business Administration), BA**
- **Business (Communication), BA**
- **Business (Food Industry Management), BA**
- **Business (Global Agribusiness), 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. During their junior year, eligible students are 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)**
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 Requirement (21 credit hours)**
foreign language
TGM 596 Thunderbird Experiential Practicum (6)

Students choose five courses from the following:
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 598 Special Topics: The Global Business Plan (3)

**Culminating Experience (1 credit hour)**
TGM 597 Thunderbird Personal Leadership Development (1)

**Additional Curriculum Information**

For concentration coursework, students choose four courses from an approved list. Students should contact the academic unit for approved courses.

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 by waiving this requirement 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. GMAT or GRE may be required
7. interview
8. 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.

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.

Applicants are exempt from taking the GMAT or GRE if they have eight or more years of professional work experience or a cumulative undergraduate GPA of 3.25 or above. Applicants who do not meet either requirement are reviewed by the application committee and may receive an exception on a case-by-case basis.

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 Thunderbird’s Global Challenge Lab website: https://thunderbird.asu.edu/challenge-labs.

Career Opportunities
Career examples include:

• chief executives
• chief sustainability officers
• general and operations managers
• logistics managers
• purchasing managers
• sales managers

Contact Information
Thunderbird School of Global Management | TGHB 209
admissions.tbird@asu.edu | 602-496-7100