Global Management (Public Policy), MGM

TBGMPPMGM

Building on Thunderbird's No.1-ranked Master of Global Management degree (The Wall Street Journal/Times Higher Education, 2019), this concentration prepares students for careers as policy analysts and leaders in public service. Graduates around the world are involved in the formulation, approval, implementation and evaluation of public policy.

Program Description

Degree Awarded: MGM Global Management (Public Policy)

Careers in public policy are projected to continually increase over the next decade. In addition, the nonprofit sector is anticipated to grow significantly between 2020 and 2030, after having been negatively affected during the years of the pandemic. Many jobs are open, or are expected to be created, because of the need to replace public policy and nonprofit sector workers who transfer to different occupations or retire the labor force (Bureau of Labor Statistics, 2021). To meet this market need, the Thunderbird School of Global Management has designed the public policy concentration within the flagship MGM degree program.

The public policy concentration program is designed for students who would like to work in cross-sector roles within public and nonprofit institutions around the world. Other students may use this program as a springboard into jobs in the private sector that have significant overlap with public agencies. In short, graduates are prepared in both global management and public policy in order to meet the demands of an increasingly interwoven economy.

The Master of Global Management program with a concentration in public policy prepares students for careers as policy analysts and leaders in public service. Offered in collaboration with the Watts College of Public Service and Community Solutions (https://publicservice.asu.edu/) at ASU, graduates are able to apply analytical techniques and conceptual frameworks to understand policy issues as well as to identify potential solutions to real-world challenges.

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

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 (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)
PAF 501 Public Service Research I (3)
PAF 505 Public Policy Analysis (3)
PAF 540 Advanced Policy Analysis (3)
PAF 541 Program Evaluation (3)

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
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 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.

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. 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 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, 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 Global Challenge lab website https://thunderbird.asu.edu/challenge-labs.

Career Opportunities
Career examples include:

- business continuity planners
- intelligence analysts
- legislators
- political scientists
- regulatory affairs managers
- sustainability specialists
- social and community service managers

Contact Information
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