Online Executive Certificate in Global Management

Truly Global Focus. Truly Global Delivery.

Thunderbird Online's facilitated online professional development programs provide you with a comprehensive education in core global business concepts to broaden your global mindset, sharpen your global skills, and enhance your marketability.

Why Thunderbird Online:

- World-class continuing education from Thunderbird, the world's #1 ranked school in international business

- Professional development on your schedule with 100% online content

- Access to the highest quality academic experience with no related travel expense

Enhance your global skill set

Thunderbird Online's facilitated professional development programs are designed for busy professionals around the globe including:

- **Working Professionals:** Improve your marketability in today's competitive global marketplace
- **Experienced Executives:** Further expand your knowledge in a specific global business focus area

CERTIFICATE DETAILS

Get a world-class global education. Anytime, anywhere.

Tuition cost (USD)

$1,980 per course
$4,752 per 3-course track (a 20% savings)
Corporate pricing available for groups of three or more.

Course credit

1.5 Continuing Education Units per course
4.5 Continuing Education Units per executive certificate

View the demo

Experience the certificate programs at:
online.thunderbird.edu/demo

Participant testimonial

"I chose a Thunderbird Online certificate because of the quality and structure of the courses. The material & information have immediate applicability to my job. The online learning programs allow me the flexibility to do the work according to my schedule within the week. I have been very impressed by the quality instruction and the structure of the online classes."

Register today at online.thunderbird.edu/management
+1 602 978-7627 | 800 457-6959 (US only) | thunderbird.online@asu.edu

THUNDERBIRD
EXECUTIVE EDUCATION
A unit of the Arizona State University Knowledge Enterprise

Executive Certificate in
Global Management Learning Objectives

Enhance your proficiency and knowledge of the theory and application of global business and management concepts. Develop your global management skill set by focusing on cross-cultural communication, leadership, and corporate social responsibility to increase your global effectiveness and foster team success. The three-course online certificate program consists of:

Cross-Cultural Communication:

- Examine the definition of culture and the expectation of understanding how culture impacts business relationships.
- Explore the impact of cultural differences on managerial communications and meeting etiquette.
- Understand a company's global branding and market-entry strategies to avoid potential cross-cultural missteps.
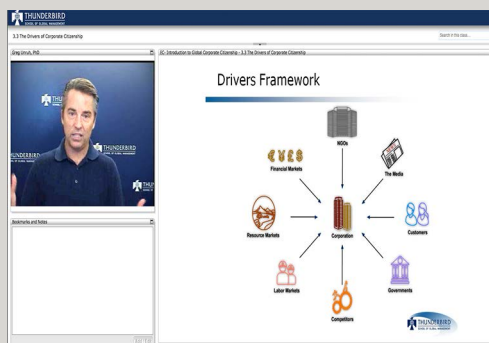
Enhancing Your Leadership Strengths:

- Evaluate and understand your strengths to become a better global leader by focusing on enhancing and improving your strengths.
- Understand and lead toward your team's strengths and weaknesses.
- Discover the critical concepts and application of emotional and social intelligence.

Principles of CSR and Sustainability:

- Define global corporate citizenship and sustainability from a business perspective.
- Focus on the business significance of sustainability, and the importance of corporate sound responsibility.
- Develop an understanding for solution strategies through online simulation exercises.

Comprehensive content. Dynamic delivery.

Thunderbird Online's learning platform provides you the increased functionality necessary for an immersive online learning experience.

What to expect:

- Learning objectives and weekly course material to ensure success throughout the 8-week or 24-week program

- Lecture capture software to promote visual learning and reinforce course content

- Facilitated discussion forums to promote conversation and global networking with fellow participants

- Multimedia interactive activities provide a unique hands-on learning experience

- Case studies to reinforce course material and enhance your learning experience

Certificate format

Each 8-week online course consists of:

- 2 - 3 hours of content per week
- Video lectures & podcasts
- Case studies & vignettes
- Interactive, multimedia activities
- Quizzes & checkpoint questions
- Facilitated discussion forums
- Global networking opportunities
- End-of-course assessment

Certificate faculty

The Cross-Cultural Communication course was developed by Thunderbird Professor Denis Leclerc, Ph.D. Dr. Leclerc's research is focused on intercultural communication competence and global negotiation.

The Enhancing Your Leadership Strengths course was developed by Thunderbird Professor Christine Pearson, Ph.D. Dr. Pearson has over 20 years of experience and is highly sought after for her expertise in the academic and business sectors.

The Principles of CSR and Sustainability course was developed by former Thunderbird Professor Gregory Unruh, Ph.D. Dr. Unruh is a leading expert in the role of technological innovation in addressing the challenges of global sustainability.

About Thunderbird

Thunderbird is the world's #1 ranked school of international business with nearly 70 years of experience developing leaders with the global mindset, business skills, and social responsibility necessary to create real, sustainable value for organizations, communities, and the world.

Learn more: www.thunderbird.edu

Ranked Among the Top Open Enrollment Programs Worldwide.
– Financial Times 2015

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