

Online Executive Certificate in Global Business Essentials



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/essentials

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A unit of the Arizona State University Knowledge Enterprise

Executive Certificate in Global Business Essentials Learning Objectives

Develop a well-rounded business skill set to drive actionable results by enhancing your global business knowledge. Improve your understanding of global business focused specifically on marketing, leadership, and finance to increase your effectiveness and marketability. The three-course online certificate program consists of:

Global Marketing Strategy Essentials:

- Recognize how the stages of a country's development influence your organization's business model and marketing decisions.
- Observe the ever-changing global landscape and trends, and how that will influence your organization's ability to implement a global action plan.
- Identify market segments, customer profiles, and global segments that exist by evaluating profitable global customers for your organization.

Understanding Global Leadership:

- Discover the traits and behaviors that will make you an exceptional global leader.
- Analyze how behavior affects the way a leader leads, and the necessary steps to move toward an integrative model of leadership.
- Understand the foundations to define leadership and lead across various cultures through cross-cultural intelligence.

Finance Essentials for Global Managers:

- Learn proven tactics for extracting information from financial statements to analyze the operating, investing, and financing activities of a company.
- Discover effective strategies to manage a firm's working capital in an efficient manner.
- Apply various valuation techniques to value securities and capital projects.

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 Global Marketing Strategy Essentials course was developed by Thunderbird Professor Lauranne Buchanan, Ph.D. Dr. Buchanan's expertise is in international marketing, channel management, and customer satisfaction and global value measurement.



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



The Finance Essentials for Global Managers course was developed by Thunderbird Professor Lena Booth, Ph.D. Dr. Booth's excellence and dedication in teaching has earned her several recognitions including best professor in the Thunderbird Global On-Demand Program.

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