THUNDERBIRD
GLOBAL EXECUTIVE EDUCATION
Powered by the Arizona State University Enterprise

Global Entrepreneurship & Innovation

Overview

Thunderbird's Global Entrepreneurship & Innovation course equips you to realize your entrepreneurial dreams and elevate your career as an innovator within a global organization. With a unique focus on global dynamics in an era of disruption and rapid change, the curriculum features sixteen leading-edge themes key to global entrepreneurial success in the Fourth Industrial Revolution. This timely and interactive program offers new dimensions in online management education tailored for maximum flexibility, empowering entrepreneurial leaders and innovators with templates for starting new global businesses and nonprofits, and proven 21st Century strategies for creating value through innovation in existing enterprises across the private, nonprofit and public sectors.

Take a deep dive into each theme led by a renowned expert in the field.

Online

On Demand

$990
(USD) Cost

1
Course

#1 Master's in management
WSJ
THE WORLD UNIVERSITY RANKINGS
— Latest THE/WSJ Ranking —

#1 in the U.S. for innovation
ASU ahead of MIT and Stanford
— U.S. News & World Report, 7 years, 2016—2022

BEST COLLEGES
U.S.News
MOST INNOVATIVE 2022

Who should attend?

- Aspiring global professionals, managers and executives

- Working professionals in public and private sectors

Learning outcomes

- Identify and incorporate the skills and traits of successful entrepreneurs and their enterprises

- Gain knowledge and skills from case examples spanning multiple countries to adopt success practices and understand challenges to avoid

- Develop both the global mindset and transdisciplinary skills necessary to advance an entrepreneurial venture with global orientation and ambition

Curriculum

- **Strategic Planning: Visioning, and Goal Setting**

- **Social Entrepreneurship**

- **Strategic Planning: Implementation**

- **Understanding Your Customer for Marketing and Sales**

- **Public and Private Partnerships for Business**

- **Accountability, Transparency, and Ethics in Business**

- **Funding and Access to Capital**

- **Using Social Media Effectively for Business**

- **Operations: Value Chains**

- **Organizational Readiness for Scaling and Growth**

- **Intellectual Property in Business**

- **Creating a Business Culture for Growth**

- **Effective Branding for Business Growth**

- **Financial Analysis and Management**

- **Recruiting Quality Talent for Business Growth**

- **Developing Staff for Business Growth**

Contact us:
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APPLY NOW
Thunderbird.asu.edu/exec-ed