



T-bird 4.0



Global Leadership for the 4th Industrial Revolution

THUNDERBIRD 4.0 @ ASU
EARLY VICTORIES
(July 1, 2018 - July 1, 2019)

RECLAIMING

REBUILDING

REINVENTING

#1

RANKING WALL STREET
JOURNAL TIMES HIGHER
EDUCATION

LANGUAGES
ARE BACK!

AACSB
ACCREDITATION RENEWED

↑20%
FALL 2019 RECRUITMENT

↑34%
STARTING MGM SALARIES AT 90 DAYS

↑57%
MGM EMPLOYMENT AT 90 DAYS

ALUMNI UNITY
UNDER THUNDERBIRD GLOBAL
ALUMNI NETWORK

64%
INCREASE IN ALUMNI
ENGAGEMENT

\$15m
\$15 MILLION RAISED

3→9
REGIONAL HUBS

GHO
DESIGNED NEW
GLOBAL HEADQUARTERS

CURRICULUM
TRANSFORMATION
APPLIED LEARNING
+ CONCENTRATIONS

INNOVATION CORPS
EXEC ED • THUNDERBIRD FOR GOOD
• APPLIED LEARNING • ONLINE DEGREES

NEW PARTNERSHIPS
UNGC (UNITED NATIONS GLOBAL COMPACT)
AWE (ACADEMY FOR WOMEN ENTREPRENEURS)
WEF (WORLD ECONOMIC FORUM)
B-TEAM
DIGNITY HEALTH



VISION

A world with sustainable
and equitable prosperity

MISSION

To educate global leaders and
managers who will maximize the
benefits of the 4th Industrial Revolution



A unit of the Arizona State University Knowledge Enterprise

Thunderbird School of Global Management is the world's premier leadership and management school. As part of Arizona State University, the most innovative school in the US, we are able to draw on multiple disciplines of excellence to empower leaders across sectors with future-ready skills to advance inclusive and sustainable prosperity worldwide.



ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.





WHO WE ARE

Thunderbird School of Global Management is the vanguard of global leadership, management, and business education for the Fourth Industrial Revolution.

We are much more than a school. Thunderbird is a global network of future-ready leaders, managers, entrepreneurs and intrapreneurs across the private and public sectors who advance inclusive and sustainable prosperity worldwide.

GLOBAL LEADERSHIP FOR THE 4TH INDUSTRIAL REVOLUTION



► GLOBAL & MULTINATIONAL SCHOOL

With over 45,000 distinguished alumni in more than 140 countries, and a rapidly-expanding network of centers for excellence in all regions, Thunderbird is able to deliver cutting-edge and fit-for-purpose programs, from executive education to basic entrepreneurship training, providing stackable degrees and credentials to professionals across the globe.

► FOURTH INDUSTRIAL REVOLUTION

New technologies such as blockchain, artificial intelligence and genetic engineering are fusing the physical, biological and digital worlds, fundamentally altering the way we live, work and relate to one another. In this new paradigm, organizations need a different type of leader.

► A NEW BRAND OF LEADER

Thunderbird produces a new brand of agile and resilient professional equipped with a global digital mindset, cross-cultural intelligence, and transdisciplinary skillsets to drive innovation and success in this era of rapid change.

► CROSS-SECTORAL

Thunderbird is unique in that we operate at the intersection of business, international affairs and public policy, providing leaders with the cross-sectoral skills they need in order to shape the dynamic environments impacting their organizations.

► TRANSDISCIPLINARY

Thunderbird empowers global leaders to harness the transformative power of the 4th Industrial Revolution by leveraging tremendous resources available throughout ASU's Knowledge Enterprise to provide relevant training across a wide spectrum of disciplines.

► DIGITAL GLOBAL MINDSET

A collection of qualities and attributes that allow a leader to understand and influence individuals, groups and organizations across cultures. The global mindset of the 21st century is digital because the way we connect and create value is through the technologies of the Fourth Industrial Revolution.

► HANDS-ON EXPERIENCE

Through a rigorous curriculum and applied learning in real-world environments, Thunderbird provides students with practical, hands-on knowledge that allows them to hit the ground running in challenging environments around the world.

► EQUITABLE AND SUSTAINABLE PROSPERITY WORLDWIDE

As a value-driven institution, we recognize the need for growth strategies that address economic inequality and mitigate the impacts of human activity on the environment.



STUDENTS

Thunderbird prepares global leaders and managers equipped with the future-ready skills and hands-on experience that organizations around the world demand in order to seize the immense opportunities offered in this era of technological transformation.



PROGRAMS DESIGNED TO SEIZE IMMENSE GLOBAL OPPORTUNITIES

BACHELOR OF GLOBAL MANAGEMENT

Undergrad full-time | Phoenix, Arizona | Early leadership skills | 4-Year program

BACHELOR OF SCIENCE IN INTERNATIONAL TRADE

Undergrad full-time | Phoenix, Arizona | Includes international hands-on project | 4-Year program

ONLINE BACHELOR OF GLOBAL MANAGEMENT

Undergrad | Online | Early leadership skills | 4-Year program

MASTERS OF GLOBAL MANAGEMENT

For early to mid-career professionals | Phoenix, Arizona | Customizable concentrations | 16 to 21-month program

MASTER OF APPLIED LEADERSHIP & MANAGEMENT

For working professionals | Online | Affordable & flexible leadership track | 12 to 24-month program

EXECUTIVE MASTER OF GLOBAL MANAGEMENT

For experienced professionals | Phoenix, Arizona | In-person classes & global seminars | 17-month program

EXECUTIVE MASTER OF ARTS IN GLOBAL AFFAIRS & MANAGEMENT

For Mid-Career Professionals | Washington, DC | Policy, law & business Tracks | 1-Year program

EXECUTIVE MASTER OF GLOBAL LEADERSHIP & STRATEGY

Executive and high potential managers | 6 Global Cities | Flipped classroom experience | 1-year program



GLOBAL CHALLENGE LABS

Thunderbird's Global Challenge Lab is an applied learning project that engages students with organizations around the world to deliver data-driven solutions to growth and impact-related challenges, with a special focus on emerging markets.

This hands-on experience in unfamiliar environments complements Thunderbird's world-class faculty and innovative curriculum to ensure that graduates will excel immediately in global leadership roles.



ALUMNI

Thunderbird's global alumni community is uniquely equipped to make a difference in this era of rapid change and disruption. The School leverages the resources and talent of our alumni to guide, advocate and support Thunderbird in achieving our mission.

Thunderbird offers our alumni the opportunity to future-proof their skills through lifelong learning opportunities and by connecting them with each other and a global network of experts.

EXECUTIVE EDUCATION

Thunderbird empowers global professionals to shape the changing landscapes impacting their enterprises by expanding and updating their future-ready skills and connecting them to a diverse network of global experts.

Thunderbird executive education is unique because we can deliver 4th Industrial Revolution skillsets across disciplines in a variety of formats anywhere in the world.

THUNDERBIRD EXECUTIVE EDUCATION POWERED BY ASU

- Walter Cronkite School of Journalism and Mass Communication
- Watts College of Public Service and Community Solutions
- School for the Future of Innovation in Society
- The College of Liberal Arts and Sciences
- Mary Lou Fulton Teachers College
- Edson College of Nursing and Health Innovation
- Herberger Institute for Design and the Arts
- Ira A. Fulton Schools of Engineering
- School of Sustainability
- Sandra Day O'Connor College of Law
- W.P. Carey School of Business



CUSTOM PROGRAMS

High-touchpoint
leading-edge
face-to-face
custom delivery

OPEN ENROLLMENT

High-touchpoint
leading-edge
face-to-face
custom delivery
with open
attendance

HYBRID

Combines
leading-edge
face-to-face
and scalability
of digital delivery

OPEN ENROLLMENT ONLINE

Leading-edge
digital delivery
with open
attendance

CUSTOM PROGRAMS ONLINE

Leading-edge
custom-designed
digital delivery



In-Person



Online



EMPLOYERS

Thunderbird produces leaders and managers in all sectors who are equipped with future-ready skills and experience that position them to seize the immense opportunities in this era of rapid technological disruption. T-birds also bring a digital global mindset necessary for organizations to stay ahead in an interconnected and rapidly changing world.



J.P.Morgan

amazon



Honeywell

LIONSGATE



PARTNERS

Thunderbird is a values-driven institution that partners with leading organizations to co-create innovative approaches to pressing global challenges through scalable, transdisciplinary solutions contextualized to local needs.



United Nations
Global Compact



Global Education

Cities
Today

Global
Headquarters

REGIONAL CENTERS OF EXCELLENCE

Existing Hubs

- Geneva, Switzerland
- Moscow, Russia
- Dubai, UAE
- Nairobi, Kenya
- Tokyo, Japan
- Seoul, Korea
- Los Angeles, CA
- Washington, DC
- Jakarta, Indonesia

Future Hubs

- Shanghai, China
- Toronto, Canada
- Sydney, Australia
- London, UK
- Sao Paulo, Brazil
- Berlin, Germany
- Mumbai, India
- Mexico City, Mexico
- Cape Town, South Africa
- Istanbul, Turkey





NEW GLOBAL HEADQUARTERS:

Essential to reinventing Thunderbird is a new global headquarters, a home that connects us to the rest of the world. Thunderbird's graduate and executive education programs will be located in the new building on ASU's Downtown Phoenix campus. Being next door to other ASU schools and depart-

ments will provide greater community embeddedness and enhanced resources for Thunderbird students and faculty while bringing the school closer to the private and public sector forces in downtown Phoenix that are engaged in international business and nonprofit organizational activity. A center of

international commerce, Phoenix is the fifth largest city in the US with the fastest population growth of any city in the nation.

Our new state-of-the-art facility will enable Thunderbird students to experience in real time that which they seek to study and learn. We will unlock all that technology has to offer within our formal learning environments with truly active and multi-dimensional learning spaces that fully immerse our students

in their disciplines. Construction of Thunderbird's new building is expected to be complete in time to welcome students in August 2021. The new building will include space for classrooms, meetings, enclave and office space and will include two levels for executive education. There will also be rooftop function space, including a new Thunderbird Pub designed in the spirit of the iconic original.

THUNDERBIRD FOR GOOD



Social impact division of Thunderbird School of Global Management providing business training and resources to underserved markets around the globe.



Working with more than **140,000** entrepreneurs from **73+ countries**, with teams working on the ground in four countries.



Current programs active in: **Afghanistan, Latin America & the United States**, including **Native American** communities.



Student opportunities include **internships** and **volunteer** projects that support business owners.



The Exclusive Digital Platform for
the Global Thunderbird Community

T-bird Connect

Be Among the First to Join

t-birdconnect.com

**Future-
Ready.
Globally
Focused.**



[Thunderbird.asu.edu](https://thunderbird.asu.edu/)/**BRAND**