



School of American Education (SAE)

## Certificate in Global Management

**Certificate in Global Management, this is your moment! Step into the world of global leadership! Harness your passion for business and management to navigate the complexities of international markets and drive impactful change in a globally connected economy.**

The Certificate in Global Management at the School of American Education (SAE), Institute of Health & Management (IHM) is a 6-month online program designed to introduce students to the essentials of global business and management in today's digital landscape. Upon successful completion of the certificate at IHM, students can also choose to continue their education by transitioning to the Master of Global Management at Arizona State University (ASU).

This 4 units (12 credit hours) program provides students with foundational knowledge in key areas such as global marketing, accounting, data analytics, and leadership. The curriculum includes core topics like Global Marketing in the Digital Age, Global Accounting, Data Analytics and Digital Transformation, and Global Leadership and Personal Development.

This certificate is particularly suited for professionals looking to broaden their understanding of international management practices and digital business transformations before advancing to a master's degree. The flexible online delivery mode enables students to balance their studies with their professional and personal lives while gaining practical insights into global management strategies.

## ? Why Global Management?

The Global Management program focuses on global leadership and international business. It offers students an immersive experience in managing multinational teams, cross-cultural negotiations, and global strategy.

The program emphasizes practical learning through global immersion and consulting projects. Graduates are prepared for leadership roles in international organizations, with access to Thunderbird School of Global Management at Arizona State University's strong global alumni network.

Key aspects of Thunderbird School of Global Management at Arizona State University's approach include:

- **Global Leadership Preparation:** The programs prepare students for leadership roles in various sectors, such as private, public, nonprofit, and start-ups. This creates diverse career opportunities.

- **Digital Global Mindset:** The Global Management course emphasizes understanding global contexts and digital technologies. This ensures students are ready to lead in a tech-driven world.

- **Hands-on Experience:** The Global Management course combines practical experience with academic learning, helping students tackle real-world challenges and seize opportunities.

- **Navigating Digital Transformation:** The Global Management course prepares professionals to lead digital transformation initiatives and drive growth in a constantly changing environment.

- **Equitable and Sustainable Prosperity:** The focus is on developing leaders who promote sustainability, peace, and equitable global prosperity, alongside technological expertise.

## Thunderbird® School of Global Management

No. 1 in the World for International Trade

Thunderbird School of Global Management at Arizona State University is ranked No. 1 in the world for international trade by the QS International Trade Rankings (2023, 2024), ranking ahead of Harvard, Penn (Wharton), and IMD.

Thunderbird School of Global Management at Arizona State University enables professionals worldwide to navigate the evolving challenges affecting their organizations by enhancing and updating their skills for the future, while connecting them to a broad network of global experts.

Thunderbird School of Global Management programs are distinctive in providing specialized training for the Fourth Industrial Revolution across multiple disciplines, delivered in various formats and accessible globally.





# Why Study at Arizona State University® (ASU)?



Arizona State University (ASU) is a globally recognized institution renowned for its innovative approach to education, consistently ranked #1 in innovation by U.S. News & World Report. Offering over 800 programs across various disciplines, ASU provides students with access to cutting-edge research opportunities, state-of-the-art facilities, and expert faculty. With a diverse student body representing over 135 countries, ASU fosters a multicultural environment that prepares students for a globalized world.

Many of its programs are STEM-designated, enabling international students on F-1 visas to benefit from Optional Practical Training (OPT) extensions of up to 36 months.

Committed to sustainability, innovation, and entrepreneurship, ASU empowers students to tackle global challenges and create meaningful change. Additionally, the university also provides comprehensive career services, generous scholarships, and strategic partnerships to make quality education accessible and affordable for students from around the world.

**#1**  
in the U.S. for  
innovation

ASU ahead of MIT and Stanford  
— U.S. News & World Report,  
10 years, 2010–25

**#1 in the U.S.**  
and top 10  
in the world for  
global impact

in research, outreach  
and stewardship

ASU ahead of Michigan State, Penn State and MIT  
— Times Higher Education, 2024

**#1 in the U.S.**  
and #2 in the world for  
sustainable  
practices

ASU ahead of Stanford and Cornell  
— Association for the Advancement of  
Sustainability in Higher Education, 2023–24

U.S News and World Report #1 in Most Innovative School 2024

<https://www.usnews.com/best-colleges/rankings/national-universities/innovative?sort=rank&sortDirection=asc>

Times Higher Education, University Impact Rankings for 2024

<https://www.timeshighereducation.com/impactrankings>

Arizona State University | Institutions | STARS Reports

<https://reports.aashe.org/institutions/arizona-state-university-az/report/>

Certificate at  
Institute of Health &  
Management, Australia  
6 Months | Online

Master's degree at  
Arizona State University®  
Campus, USA  
12 - 18 Months

Post-study visa  
up to  
3 Years  
(if applicable)

## STEM-OPT for International Students on F-1 Visas

After successfully completing this pathway master's degree, students on an F-1 visa may be eligible for an Optional Practical Training (OPT) extension of up to 36 months. This extension provides an opportunity for international students to gain valuable skills and work experience in the United States. Please note that the OPT extension applies only to students on an F-1 visa and does not apply to those completing the degree through ASU Online.



## Entry Requirements

- Undergraduate and graduate institutions confirming completion of a four-year bachelor's degree (to be sent directly to ASU's Graduate Admission Services department)
- Competitive applicants typically have a "B" (3.00 on a 4.00 scale) grade point average in the last 60 semester hours or 90 quarter hours of undergraduate coursework. If you do not meet the minimum GPA requirements, your application may still be considered by the department
- English proficiency (TOEFL, IELTS, or equivalent).
  - TOEFL: Minimum score of 100+ on the TOEFL iBT®
  - IELTS: Minimum overall band score of 7.5 (Academic).
  - Duolingo: Minimum score of 125+.

\*ASU does not currently accept the PTE Academic Online or TOEFL at home test.

## Units

- TAM 557:** Global Marketing in the Digital Age
  - TAM 511:** Global Accounting: Managing with Numbers
  - TAM 530:** Data Analytics and Digital Transformation in a Global World
  - TAM 542:** Global Leadership and Personal Development
- (IHM Credits: 4 units  
(12 credit hours))

## Pathway to Master of Global Management

The Certificate in Global Management at IHM serves as a direct pathway to the MS in Global Management at Arizona State University (ASU). Upon successful completion of the IHM Certificate, students can seamlessly transfer to ASU to complete the remaining 37 credit hours required for the MS degree.

## Career Opportunities

Graduates of this course will be equipped with the skills needed to pursue roles in various healthcare settings, including:

- Multinational Corporations (MNCs):** Manage global operations and teams.
- International Consulting Firms:** Provide global business strategies.
- International Organizations and NGOs:** Work in global humanitarian initiatives.
- Government and Public Sector:** Handle international relations and trade.
- Financial Institutions and Banks:** Manage cross-border investments and finance.
- International Marketing and Branding:** Develop global marketing and brand strategies.
- E-commerce and Tech Startups:** Drive international expansion and operations.
- Supply Chain and Logistics:** Oversee global supply chains and logistics.
- Academic and Research Institutions:** Conduct research in global business and economics.
- Entrepreneurship and Startups:** Launch global ventures and expand internationally.

## Study mode and Durations

- Online** (6 months at Institute of Health & Management, Australia)
- On-campus** (12 courses/37 credits) Thunderbird School of Global Management at Arizona State University



March, May, July,  
September, November,  
January

## Program/Course Manager:

### Dr. Balasankar Ganesan

*BOT, MSc. OT (HKPU),  
MPH (UOW, Australia),  
Ph.D. (HKPU), Ph.D. (UTS Sydney),  
FRSPH (UK)*

**Head, School of American Education  
IHM Australia**

Certificate in Global Management

**USD 8,000**

Master in Global Management

**USD 58,565**

Disclaimer: ASU fees vary by program and other factors. For the latest information on tuition, scholarships, and financial requirements, please visit the ASU website or contact our SAE or ASU admissions office.



**School of  
American  
Education**

## Institute of Health & Management Pty Ltd.

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