



## PROPOSAL TO ESTABLISH A NEW GRADUATE CONCENTRATION

This form should be used for academic units wishing to propose a new concentration for existing graduate degrees. A concentration is a subspecialty within a degree and major. It indicates the fulfillment of a designated, specialized course of study, which qualifies the student with skills and training in one highly concentrated area of the major. Concentrations are formally-recognized educational designations (including the assignment of a university plan code for reporting/record-keeping purposes and appearance on the ASU transcript). Concentrations are distinguished from more informal academic distinctions such as “emphases,” “tracks,” “foci,” “options,” etc.

This proposal template should be completed in full and submitted to the University Provost’s Office [mail to: [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu)]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost’s Office notifies the academic unit that the program may be offered.

### GRADUATE CONCENTRATION

<b>College/School:</b>	Thunderbird School of Global Management
<i>Note: Program ownership is coded at the College/School level first and may not be a center, department or division apart from it.</i>	
<b>Department/Division/School:</b>	Thunderbird School of Global Management
<b>Proposing faculty group (if applicable):</b>	N/A

<b>Existing graduate degree and major under which this concentration will be established:</b>	Master of Global Management (MGM) in Global Management
<b>Name of proposed concentration:</b>	Public Policy
<b>Requested effective term and year:</b>	Fall 2019
<i>(The first semester and year for which students may begin applying to the concentration)</i>	
<b>Is a program fee required?</b>	Yes, the same program fee of the MGM will apply to this concentration.

*Note: for more information about program fee requests, visit <https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees>*

Is the unit willing and able to implement the program if the fee is denied? Yes, we are able to implement the program.

**Delivery method and campus or location options:** *select all locations that apply*

- Downtown Phoenix  
  Polytechnic  
  Tempe  
  Thunderbird  
  West  
  Other: \_\_\_\_\_
- Both on-campus and**  ASU Online\* - (check applicable campus(es) from options listed above)
- ASU Online only (all courses online and managed by ASU Online)

*Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at [asuonline@asu.edu](mailto:asuonline@asu.edu) who can provide you with additional information regarding the online request process.*

<b>Do Not Fill in this information: Office Use Only</b>	<b>CIP Code:</b>
<b>Plan Code:</b>	

### PROPOSAL CONTACT



## PROPOSAL TO ESTABLISH A NEW GRADUATE CONCENTRATION

<b>Name:</b>	Josh Allen	<b>Title:</b>	Director of Academic Programs
<b>Phone number:</b>	602.496.7001	<b>Email:</b>	joshallen@thunderbird.asu.edu

### DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and college/school levels of review, and the college/school(s) has the resources to offer this degree program. I recommend implementation of the proposed concentration.

*Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.*

**College/School/Division Dean name:** Sanjeev Khagram

**Signature:** 

**Date:** 1/25/2019

**Please note:** Proposals for new concentrations also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate (Information item only), and the Office of the Provost before they can be put into operation.

**The final approval notification will come from the Office of the Provost.**

## 1. OVERVIEW

Provide a brief description (*no more than 150 words*) of the new concentration (including the focus of the new concentration, relationship to other concentrations within this degree program, etc.).

The Master of Global Management (MGM) in Global Management, concentration in Public Policy allows Thunderbird MGM students to take courses from The Watts College of Public Service and Community Solutions for this program. Students will use this concentration to find jobs in the public sector that have significant overlap with the private sector or vice versa. In short, students will be prepared in both global management and public policy in order to meet the demands of an economy that increasingly needs skilled employees who can work cross-sector.

## 2. IMPACT ASSESSMENT

**A. Explain the unit's need for the new concentration** (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program, including enrollment, national ranking, etc.?

Jobs in public policy are expected to grow 13 percent between 2014 and 2024 (Bureau of Labor Statistics, 1). In addition, the nonprofit sector has seen a 49 percent increase in paid wages from 2003-2013 (Gaddy, 2016). Together the growth in jobs and wages suggests a latent demand for workers trained in the area of public policy. To meet this market need Thunderbird has designed the Public Policy concentration under the Master of Global Management degree program.

The target audience for the concentration are students who would like to work in cross-sector roles within public and nonprofit institutions. The MGM in Global Management, concentration in Public Policy prepares students for professional careers as policy analysts and leaders in public service who are involved in the formulation, approval, implementation, and evaluation of public policy at all levels of government and in the private and nonprofit sectors.

**B. Please identify other related ASU programs and describe how the new concentration will complement these existing ASU programs?** If applicable, statements of support from affected academic unit administrators should be included with this proposal submission.



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Thunderbird has worked closely with the Watts College to develop this concentration. A copy of some of our correspondence has been attached in Appendix III.

In the development of this concentration, Thunderbird also reached out to the School for the Future of Innovation in Society, the College of Liberal Arts and Sciences, Watts College of Public Service and Community Solutions, School of Sustainability, Walter Cronkite School of Journalism and Mass Communication, New College of Interdisciplinary Arts and Sciences, Herberger Institute for Design and the Arts, College of Integrative Sciences and Arts, Sandra Day O'Connor College of Law, Mary Lou Fulton Teachers College, and W. P. Carey School of Business and all have expressed their support for this concentration. As ASU as a whole continues to work toward the design aspiration to "Engage Globally," every college will need to find its own niche in that space while being collaborative and supportive. The MGM in Global Management, concentration in Public Policy complements the other globally focused degree and certificate programs by adding additional specialized cross-training in public policy and the fundamentals of global management. The value add to ASU from this particular concentration is that it will give future global business (private sector) leaders and managers skills to be able to work governments and legislative bodies both in and outside the United States. While many ASU programs focus on business to business or public policy to public policy, this concentration addresses the need of communications from business to public policy and from public policy to business.

(Impact Statements can be found in Appendix III.)

- C. Is this an interdisciplinary concentration?** If yes, please address the relationship of the proposed concentration to other existing degree programs and any parallel or similar concentrations in those degree programs. (Please include relevant Memoranda of Understanding regarding this interdisciplinary concentration from all applicable academic units.)

This concentration is interdisciplinary. Students will take coursework with Thunderbird and through the Watts College of Public Service and Community Solutions. The global management courses will be taught at Thunderbird School of Global Management and the concentration courses in public policy will be taught at the Watts College.

### 3. STUDENT LEARNING OUTCOMES AND ASSESSMENT

Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOECE's approval of your assessment plan for this program. Visit the assessment portal at <https://uocee.asu.edu/assessment-portal> or contact [uocee@asu.edu](mailto:uocee@asu.edu) with any questions.

(See Appendix II).

### 4. CURRICULAR STRUCTURE

Please ensure that all *new* core course proposals have been submitted to the Provost's office through the Curriculum ChangeMaker online course proposal submission system before this initiative is put on the University Graduate Council and CAPC agendas.

Core Courses for the Degree			
<i>Ensure the core listed below is the same as for the standalone degree</i>			
Prefix and Number	Course Title	New Course?	Credit Hours
TGM 506	Communicating and Negotiating Across Cultures	No	3
<i>Section sub-total:</i>			3
Required Concentration Courses			
Prefix and Number	Course Title	New Course?	Credit Hours
PAF 505	Public Policy Analysis	No	3



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PAF 540	Advanced Policy Analysis	No	3
PAF 541	Program Evaluation	No	3
PAF 574	Diversity, Ethics and Leading Public Change	No	3
<i>Section sub-total:</i>			12
<b>Elective or Research Courses</b> <i>(as deemed necessary by supervisory committee)</i>			
<b>Prefix and Number</b>	<b>Course Title</b>	<b>New Course?</b>	<b>Credit Hours</b>
	Electives as Approved by the academic Unit	N/A	12
<i>Section sub-total:</i>			12
<b>Culminating Experience(s)</b> <i>E.g. – Capstone course, portfolio, written comprehensive exam, applied project, thesis (must be 6 credit hours with oral defense), dissertation (must be 12 credit hours with oral defense)</i>			<b>Credit Hours</b>
Capstone Course - TGM 597 Thunderbird Integrative Experience			1
<i>Section sub-total:</i>			1
<b>Other Requirements</b> <i>E.g. – internships, clinical requirements, field studies, foreign language exam as applicable (Except for TGM 596 and the foreign language requirement, other requirement courses may be substituted with approval of the academic unit)</i>			<b>Credit Hours</b>
Foreign Language as a Curriculum Requirement (see below)			
TGM 596 Thunderbird Experiential Practicum			6
TGM 545 Global Leadership and Strategy			3
TGM 557 Global Data and Marketing Analytics			3
TGM 515 Navigating Global and Regional Business Environments			3
TGM 517 Global Accounting and Financial Management			3
TGM 586 Global Entrepreneurship and Sustainable Business			3
<i>Section sub-total:</i>			21
<b>Total required credit hours</b>			<b>49</b>

**A. Please describe the culminating experience(s) required for completion of the existing degree and major, and the proposed concentration (e.g., thesis, dissertation, comprehensive exams, capstone course, portfolio, applied project).**

Capstone Course - TGM 597 Thunderbird Integrative Experience - Provides a capstone experience that integrates content from several business areas including strategy, finance, cross-cultural communication, supply chains, leadership, operations, and accounting. May take the form of an integrative business computer simulation or a seminar drawing on faculty from a variety of business areas to highlight key issues in those areas.

**B. Please describe any other requirements for completion of the existing degree and major, and the proposed concentration (e.g., internships, clinical requirements, field studies, foreign language exam etc.).**

Foreign Language as a Curriculum Requirement (any language)

Proficiency in a second language is required for graduation from the MGM degree. Students whose native language is not English who meet the admission requirements for the MGM program satisfy the language requirement.



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Students whose native language is English must satisfy the graduation requirement for language proficiency by waiving this requirement through an Oral Proficiency Interview (OPI) administered by a 3rd party vendor OR successfully complete 6 hours of 400 level or higher of foreign language coursework as part of the program electives.

### 5. COMPREHENSIVE EXAMS

*(Please choose what is appropriate for the degree type selected)*

#### A. Master's Comprehensive Exam (when applicable), please select from the appropriate option.

N/A

### 6. COURSES

#### A. New Courses Required for Proposed Program: Provide course prefix, number, title, credit hours and brief description for any new courses required for this program.

##### **TGM 515 Navigating Global and Regional Business Environments. (3 Credits)**

Globalization has dramatically expanded opportunities for international trade, investment, and economic development, but potential trade disputes, international financial crises, political risks, international environmental regulations, and ethical dilemmas in global business have also emerged. The first part of the course develops analytical tools for understanding the rapidly changing and dynamic global business environment, especially in the era of the 4th Industrial Revolution. With these tools, managers are better prepared to manage risks and take advantage of opportunities in the global economy. The second part deals with the regional business environment. The course begins with a brief geographical, demographic, and cultural overview of the region, and develops tools for analysis useful to assessing the Latin American business environment. While the emphasis is Latin America, the same tools could be applied to any region of the world.

##### **TGM 557 Global Data and Marketing Analytics. (3 Credits)**

Global companies are embracing digital technologies to better understand their customers' journey and subsequent word-of-mouth discussions consumers have about their product online. This course is about understanding how multinational organizations make strategic use of Big Data to gain a competitive advantage in the global economy. It delves into the understanding of global data, choosing whether to enter a foreign market, how to evaluate different foreign markets, the best methods for entering different markets, the market research design process, understanding consumer and B2B customer behavior, and ethical issues encountered in global marketing.

##### **TGM 517 Global Accounting and Financial Management. (3 Credits)**

Two-part course covering global accounting and global financial management. The first section covers financial accounting from a global perspective. Students have an opportunity to learn how to develop and use financial accounting information for external decision-making purposes. The second section equips students with the tools necessary to make strategic financing and investment decisions for value creation in a competitive global environment.

##### **TGM 586 Global Entrepreneurship and Sustainable Business. (3 Credits)**

Presents an overview of entrepreneurship and sustainable business. Involves acquiring a basic understanding of both the global entrepreneurship space and the sustainable business space. Students become familiar with the definitions applicable to these two topics, the basic place and role of these two domains in the global economy, and the significance of the two domains in the creation of jobs and sustainable economic activity.

### 7. ADMINISTRATION AND RESOURCES



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- A. Administration:** How will the proposed concentration be administered (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed concentration is part of a larger interdisciplinary initiative. How will the graduate support staffing needs for this proposed concentration program be met?

Professor Lena Booth, the Associate Dean of Academic Programs at Thunderbird, will oversee the admission, retention, and the overall program. In consultation with leadership at the Watts College, Thunderbird will review applications, make admissions recommendations, and track enrollment and retention. Students will be assigned academic success specialists at Thunderbird for advisement.

- B. Projected Enrollment:** How many students will be admitted immediately following final approval of the concentration? What are enrollment projections for the next three years?

<b>3-YEAR PROJECTED ANNUAL ENROLLMENT</b>			
Please utilize the following tabular format	1 <sup>st</sup> Year	2 <sup>nd</sup> Year <small>(Yr. 1 continuing + new entering)</small>	3 <sup>rd</sup> Year <small>(Yr. 1 &amp; 2 continuing + new entering)</small>
Number of Students in concentration (Headcount)	10	20	30

- C. Resource requirements needed to launch and sustain the program:** Describe any new resources required for this concentration’s success such as new staff, new facilities, new library resources, new technology resources, etc. and include projected budget needs. If multiple units/programs will collaborate in offering this concentration, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

No new resources required

- D. Current Faculty:** Complete the table below for all current faculty members who will teach in the program.

Name	Rank	Highest Degree	Area of Specialization/Expertise	Estimated Level of Involvement
Lena Booth	Associate Professor	Ph.D.	Finance	10%
Yushim Kim	Associate Professor	Ph.D.	Policy and Public Health Service Provision and Management	20% (PAF 540)
Spiro Maroulis	Associate Professor	Ph.D.	Policy Informatics	10% (PAF 505)
Eileen Eisen-Cohen	Faculty Associate	Ph. D.	Public Policy and Leadership	10% (PAF 541)
Jerry Oliver	Professor of Practice	M.P.A.	Public Safety and Public Health	10% (PAF 574)
Pree Sainam	Assistant Professor	Ph.D.	Marketing Analytics	20%



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Mary Sully de Luque	Associate Professor	Ph.D.	Leadership	20%
Kannan Ramaswamy	Professor	Ph.D.	Strategy	10%
Seigyoung Auh	Professor	Ph.D.	Marketing	20%
Graeme Rankine	Associate Professor	Ph.D.	Accounting	10% (TGM 517)

### 8. REQUIRED SUPPORTING DOCUMENTS

*(Please label accordingly, i.e., Appendix or Attachment A, B, etc.)*

Please include the following with your proposal:

- A. Statements of support from all deans
- B. Impact statements of heads of impacted academic units (programs with similar names/content, utilizing courses, faculty, etc.)



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### APPENDIX I

#### OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS

(This information is used to populate the [Graduate Programs Search](#)/catalog website.)

1. **Proposed name of concentration:** Public Policy

2. **Marketing description** (*Optional - 50 words maximum. The marketing description should not repeat content found in the program description.*)

Building on the #1 ranked Master of Global Management degree (Times Higher Education/ Wall Street Journal, 2018), the MGM in Global Management, concentration in Public Policy prepares students for professional careers as policy analysts and leaders in public service who are involved in the formulation, approval, implementation, and evaluation of public policy.

3. **Provide a brief program description** (*Catalog type (i.e. will appear in Degree Search) – no more than 150 words. Do not include any admission or curriculum information*)

The MGM in Global Management, concentration in Public Policy allows students to take Public Policy courses through the Watts College of Public Service and Community Solutions. Students will be prepared for cross-sector roles within public and nonprofit institutions, or students may use this concentration to find employment in the private- sector that have significant overlap with public agencies.

Students will be able to apply analytical techniques and conceptual frameworks to understand policy issues as well as to identify potential solutions for real-world issues. In short, students will be prepared in both global management and public policy in order to meet the demands of an increasingly cross-sector economy.

4. **Delivery/Campus Information Options:** On-campus only (ground courses and iCourses)

5. **Campus(es) where program will be offered:**

ASU Online curriculum consists of courses that have no face-to-face content. iCourses are online courses for students in on-campus programs. iCourses may be included in a program, but may not comprise the entirety of a program. On-campus programs must have some face-to-face content

*Note: Office of the Provost approval is needed for ASU Online campus options.*

ASU Online only (all courses online and managed by ASU Online)

**All other campus or location options (please select all that apply):**

Downtown Phoenix  Polytechnic  Tempe  West  Other: \_\_\_\_\_

**Both on-campus and**  ASU Online\* - (check applicable campus(es) from options listed above)

*\*Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at [asuonline@asu.edu](mailto:asuonline@asu.edu) who can provide you with additional information regarding the online request process*

6. **Admission Requirements**

An applicant must fulfill the requirements of both the Graduate College and the Thunderbird School of Global Management.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any subject or related field, from a regionally accredited institution.





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Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

### Applicants are required to submit:

1. graduate admission application and application fee
2. official transcripts
3. proof of English proficiency
4. professional resume
5. two letters of recommendation
6. GRE or GMAT score

### Additional Application Information

Applicants whose native language is not English (regardless of current residency) must provide proof of English proficiency.

### 7. Application Review Terms (if applicable session):

Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time.

*Note: It is the academic unit's responsibility to display program deadline dates on their website.*

Terms	Years	University Late Fee Deadline
<input checked="" type="checkbox"/> Fall (regular) <input type="checkbox"/> Session B	(year): 2019 (year):	July 1st October 1st
<input checked="" type="checkbox"/> Spring (regular) <input type="checkbox"/> Session B	(year): 2020 (year):	December 1st February 8th
<input checked="" type="checkbox"/> Summer (regular) <input type="checkbox"/> Summer B	(year): 2020 (year):	May 14th May 14th

*Note: Session B is only available for approved online programs.*

### Program admission deadlines website address:

### 8. Curricular Requirements:

#### Curricular Structure Breakdown for the Academic Catalog:

*(To be completed by the Graduate College)*

49 credit hours, a foreign language exam, including the required capstone course (TGM 597)

#### Required Core (3 credit hours)

TGM 506 Communicating and Negotiating Across Cultures (3)

#### Concentration (12 credit hours)

PAF 505 Public Policy Analysis (3)



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- PAF 540 Advanced Policy Analysis (3)
- PAF 541 Program Evaluation (3)
- PAF 574 Diversity, Ethics and Leading Public Change (3)

### Electives (12 credit hours)

### Other Requirement (21 credit hours)

- Foreign Language
- TGM 515 Navigating Global and Regional Business Environments (3)
- TGM 517 Global Accounting and Financial Management (3)
- TGM 545 Advanced Perspectives on Global Leadership and Strategy (3)
- TGM 557 Global Data and Marketing Analytics (3)
- TGM 586 Global Entrepreneurship and Sustainable Business (3)
- TGM 596 Thunderbird Experiential Practicum (6)

### Culminating Experience (1 credit hour)

- TGM 597 Thunderbird Integrative Experience (1)

### Additional Curriculum Information

Electives are as approved by the academic unit.

Except for TGM 596 and the foreign language requirement, other requirement courses may be substituted with approval of the academic unit.

Proficiency in a second language is required for graduation from the MGM degree. Students whose native language is not English who meet the admission requirements for the MGM program satisfy the language requirement.

Students whose native language is English must satisfy the graduation requirement for language proficiency by waiving this requirement through an Oral Proficiency Interview (OPI) administered by a 3rd party vendor OR successfully complete 6 hours of 400 level or higher of foreign language coursework as part of the program electives

9. Allow 400-level courses:  Yes  No

*Note: No more than six credit hours of 400-level coursework may be included on a graduate student plan of study.*

10. **Keywords:** List all keywords that could be used to search for this concentration. Keywords should be specific to the proposed concentration – limit 10 keywords.

Global Management, Global, Management, Policy, Public, Public Policy

### 11. Area(s) of Interest

- A. Select **one (1)** primary area of interest from the list below that applies to this program.

- |  |   |
|--|---|
| <input type="checkbox"/> <a href="#">Architecture &amp; Construction</a> | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a>      |
| <input type="checkbox"/> <a href="#">Arts</a>                            | <input type="checkbox"/> <a href="#">Law &amp; Justice</a>              |
| <input checked="" type="checkbox"/> <a href="#">Business</a>             | <input type="checkbox"/> <a href="#">Mathematics</a>                    |
| <input type="checkbox"/> <a href="#">Communication &amp; Media</a>       | <input type="checkbox"/> <a href="#">Psychology</a>                     |
| <input type="checkbox"/> <a href="#">Education &amp; Teaching</a>        | <input type="checkbox"/> <a href="#">STEM</a>                           |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>    | <input type="checkbox"/> <a href="#">Science</a>                        |
| <input type="checkbox"/> <a href="#">Entrepreneurship</a>                | <input type="checkbox"/> <a href="#">Social and Behavioral Sciences</a> |
| <input type="checkbox"/> <a href="#">Health &amp; Wellness</a>           | <input type="checkbox"/> <a href="#">Sustainability</a>                 |
| <input type="checkbox"/> <a href="#">Humanities</a>                      |   |



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**B. Select one (1) secondary area of interest from the list below that applies to this program.**

- |  |   |
|--|---|
| <input type="checkbox"/> <a href="#">Architecture &amp; Construction</a> | <input checked="" type="checkbox"/> <a href="#">Interdisciplinary Studies</a> |
| <input type="checkbox"/> <a href="#">Arts</a>                            | <input type="checkbox"/> <a href="#">Law &amp; Justice</a>                    |
| <input type="checkbox"/> <a href="#">Business</a>                        | <input type="checkbox"/> <a href="#">Mathematics</a>                          |
| <input type="checkbox"/> <a href="#">Communications &amp; Media</a>      | <input type="checkbox"/> <a href="#">Psychology</a>                           |
| <input type="checkbox"/> <a href="#">Education &amp; Teaching</a>        | <input type="checkbox"/> <a href="#">STEM</a>                                 |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>    | <input type="checkbox"/> <a href="#">Science</a>                              |
| <input type="checkbox"/> <a href="#">Entrepreneurship</a>                | <input type="checkbox"/> <a href="#">Social and Behavioral Sciences</a>       |
| <input type="checkbox"/> <a href="#">Health &amp; Wellness</a>           | <input type="checkbox"/> <a href="#">Sustainability</a>                       |
| <input type="checkbox"/> <a href="#">Humanities</a>                      |   |

**12. Contact and Support Information:**

<b>Office Location - Building Code &amp; Room:</b> <a href="#">(Search ASU map)</a>	AZCTR 800
<b>Campus Telephone Number:</b> (may not be an individual's number)	602.496.7100
<b>Program Email Address:</b> (may not be an individual's email)	admissions.tbird@asu.edu
<b>Program Website Address:</b> (if one is not yet created, use unit website until one can be established)	https://thunderbird.asu.edu/degrees/graduate/master-global-management
<b>Program Director (Name):</b>	Josh Allen
<b>Program Director (ASURITE):</b>	rallen18
<b>Program Support Staff (Name):</b>	Heidi Bonilla
<b>Program Support Staff (ASURITE):</b>	hbonill1
<b>Admissions Contact (Name):</b>	Patti Lanning
<b>Admissions Contact (ASURITE):</b>	plannin1

**13. Application and iPOS Recommendations:** List the Faculty and Staff that will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

NAME	ASURITE	ADMSN	POS
Josh Allen	rallen18	x	x
Anthony Tam	atam5	x	x
Kim Smart	kcsmart		x



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Heidi Bonilla	hbonill1		x
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**APPENDIX II**  
**Assessment Plan**

**MGM in Public Policy**

*Status: UOEEE Provisional Approval*

**Comments:**

Element    Outcome Measure Description

<b>Outcome</b>	<b>1</b>		<b>Students will demonstrate enhanced Social Capital.</b>
Plan_2Concepts	1		The World Economic Forum reports that empathy and collaboration are two critical abilities for global manager success. These abilities rely on the development of Social Capital. This program is designed to develop a student's Social Capital through field-based action learning, team-based projects, and stretch assignments.
Plan_3Competencies	1		Students will have the ability to build sustainable trusting relationships—the basis of Social Capital—with others from diverse parts of the world through demonstration of intercultural empathy, interpersonal impact, and diplomacy. The Master of Global Management in Public Policy is designed to develop Social Capital.
Measure	1	1	The Global Mindset Inventory will be used to assess development in Social Capital. A pre- and post-test will be used to assess change over time and program effect.
PC	1	1	At least 75% of the participants will achieve a 0.2 increase (on a five point scale) from pre- to post-test in the area of Social Capital.
Measure	1	2	Graduating students who are surveyed at graduation will evaluate the quality of their program's ability to enhance their Social Capital.
PC	1	2	75% of surveyed students will rate the extent to which their program enhanced their Social Capital as "Agree" or "Strongly Agree."

<b>Outcome</b>	<b>2</b>		<b>Evaluate the public policy process.</b>
Plan_2Concepts	2		MGM in Public Policy prepares students for professional careers as policy analysts and leaders in public service who are involved in the formulation, approval, implementation and evaluation of public policy at all levels of government and in the private and nonprofit sectors.
Plan_3Competencies	2		Students will be able to apply analytical techniques and conceptual frameworks to understand policy issues as well as to identify potential solutions for real-world issues.
Measure	2	1	Capability will be assessed through performance in PAF 505, Public Policy Analysis.
PC	2	1	At least 85% of students will receive a grade of B or better on their final course projects
Measure	2	2	Capability will be assessed through performance in PAF 505, Public Policy Analysis.
PC	2	2	At least 85% of students will receive a grade of B or better on their final course examination.

If you have questions, please e-mail [assessment@asu.edu](mailto:assessment@asu.edu) or call UOEEE at (480) 727-1731.

Based on the research done through the Global Mindset Institute, a 0.2 increase for Social Capital and the 1 point increase for Global Citizenship was determined to be practically significant.

**APPENDIX III**  
**Support/Impact Statements**

**Thunderbird School of Global Management – Official Submission**

**From:** Lena Booth <[Lena.Booth@thunderbird.asu.edu](mailto:Lena.Booth@thunderbird.asu.edu)>  
**Sent:** Friday, January 25, 2019 8:06 PM  
**To:** [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu)  
**Cc:** Josh Allen <[Joshallen@thunderbird.asu.edu](mailto:Joshallen@thunderbird.asu.edu)>  
**Subject:** MGM Concentrations

Hi, please see attached the 11 concentration proposals for Master of Global Management (MGM), both in Word and in pdfs.

Thanks,  
Lena

Lena C. Booth, Ph.D. | Associate Dean of Academic Programs and Finance Professor | Thunderbird School of Global Management | 400 E Van Buren, Suite 800 | Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: [lena.booth@thunderbird.asu.edu](mailto:lena.booth@thunderbird.asu.edu) | Website: <http://www.thunderbird.edu> | A Unit of Arizona State University Knowledge Enterprise

## Watts College of Public Service and Community Solutions – Impact Statement

Friday, November 30, 2018 at 11:13:58 PM Mountain Standard Time

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**Subject:** Re: Collaboration discussion: CPSCS & Thunderbird  
**Date:** Tuesday, October 2, 2018 at 2:09:14 PM Mountain Standard Time  
**From:** Charlene Becher  
**To:** Donald Siegel, Lena Booth, Sian Mooney  
**Attachments:** PAF 505 Fall 2018\_Kim.pdf, PAF 503 Spring 2018\_Corley.pdf, PAF 540 Fall 2018\_Kim.pdf, PAF 541 Fall 2018\_Eisen-Cohen.pdf, PAF 574 Fall 2018\_Oliver.pdf, PAF 506 Fall 2018\_Novak.pdf, PAF 508 Fall 2018\_Stritch.pdf, image001.png

Hello Lena,

Please see attached and let me know if you need anything else.

**Thank You,  
Charlene Becher**

Academic Programs Manager  
School of Public Affairs | Arizona State University  
602 496 0450 | [@CharBecherASU](https://twitter.com/CharBecherASU)

Connect with ASU's [School of Public Affairs](#) online: [Facebook](#) – [Twitter](#) – [LinkedIn](#)



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**From:** Lena Booth  
**Sent:** Thursday, September 27, 2018 11:21 PM  
**To:** Sian Mooney <[Sian.Mooney@asu.edu](mailto:Sian.Mooney@asu.edu)>  
**Cc:** Donald Siegel <[Donald.Siegel.1@asu.edu](mailto:Donald.Siegel.1@asu.edu)>  
**Subject:** Re: Collaboration discussion: CPSCS & Thunderbird

Thanks very much, Sian and Don. May I have the syllabi for the courses? Not sure if Graduate College needs them for approval but I will have them just in case. Plus, we can advise students better if we know what is covered in the courses.

Yes, I heard from Mark Hager on courses in Nonprofit Leadership Management and Rebekka Goodman on Sustainable Tourism. I got the syllabi from Mark, will ask Rebekka for the same.

Thanks for all your help!

Lena

---

**From:** Sian Mooney <[Sian.Mooney@asu.edu](mailto:Sian.Mooney@asu.edu)>  
**Date:** Thursday, September 27, 2018 at 12:38 PM  
**To:** Lena Booth <[Lena.Booth@thunderbird.asu.edu](mailto:Lena.Booth@thunderbird.asu.edu)>  
**Cc:** Donald Siegel <[Donald.Siegel.1@asu.edu](mailto:Donald.Siegel.1@asu.edu)>

**Subject:** RE: Collaboration discussion: CPSCS & Thunderbird

Hi Lena,  
SPA recommends the following courses for the MGM concentrations.  
Please contact me if I can help further. Has CRD reached out to you?

Thanks,  
Sian

---

**From:** Charlene Becher  
**Sent:** Thursday, September 27, 2018 12:30 PM  
**To:** Sian Mooney <[Sian.Mooney@asu.edu](mailto:Sian.Mooney@asu.edu)>  
**Cc:** Shawn Novak <[Shawn.Novak@asu.edu](mailto:Shawn.Novak@asu.edu)>; Donald Siegel <[Donald.Siegel.1@asu.edu](mailto:Donald.Siegel.1@asu.edu)>  
**Subject:** FW: Collaboration discussion: CPSCS & Thunderbird

Hello Sian,

Below are the concentration courses approved by Dr. Stuart Bretschneider, MPA/MPP program director.

1. Public Policy (SPA)
  - a. PAF 505 Public Policy Analysis
  - b. PAF 540 Advanced Policy Analysis
  - c. PAF 541 Program Evaluation
  - d. PAF 574 Diversity, Ethics and Leading Public Change
  
2. Public Administration (SPA)
  - a. PAF 503 Public Affairs
  - b. PAF 505 Public Policy Analysis PAF 506 Public Budgeting and Finance
  - c. PAF 508 Organization Behavior

**Thank You,**  
**Charlene Becher**  
Academic Programs Manager  
School of Public Affairs | Arizona State University  
602 496 0450 | [@CharBecherASU](https://twitter.com/CharBecherASU)

Connect with ASU's [School of Public Affairs](#) online: [Facebook](#) – [Twitter](#) – [LinkedIn](#)

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## W. P. Carey School of Business – Impact Statement

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**From:** Kay Faris <[kay.faris@asu.edu](mailto:kay.faris@asu.edu)>  
**Sent:** Tuesday, January 29, 2019 6:23 AM  
**To:** Lena Booth  
**Cc:** Kay Faris  
**Subject:** Support for Thunderbird MGM Concentrations

Dear Lena,

The W. P. Carey School is happy to support the new concentration areas within the Master of Global Management curriculum. We are happy to participate in the Global Business concentration with courses we have discussed. As you know, we are continuing to discuss the content and titles of the Global Digital Transformation concentration course work to assure we do not duplicate courses in W. P. Carey.

Thank you for soliciting our input. Best wishes on this new format!

Kay

Kay A. Faris  
Senior Associate Dean, Academic Programs  
W. P. Carey School of Business  
Arizona State University  
Tempe, AZ 85287-3406  
Phone: 480-965-7587  
Fax: 480-965-3846  
[Kay.Faris@asu.edu](mailto:Kay.Faris@asu.edu)



Where Business Is Personal®

College of Liberal Arts and Sciences – Impact Statement

**From:** Patrick Kenney <[pkgenney@asu.edu](mailto:pkgenney@asu.edu)>  
**Sent:** Wednesday, February 13, 2019 8:36 AM  
**To:** Sanjeev Khagram; Fabio Milner; Lena Booth; Roy Nelson; Mary Teagarden; Stacia Shelton  
**Cc:** Jeffrey Cohen; Nancy Gonzales; Elizabeth Wentz; Fabio Milner  
**Subject:** Re: High Priority and Urgent: Requesting Letter of Support

Hi Sanjeev, CLAS is supportive of the list of certificates below. Yes, please engage the relevant chairs and directors as you move forward.

Thanks, Pat

---

**From:** Sanjeev Khagram <[sanjeev.khagram@thunderbird.asu.edu](mailto:sanjeev.khagram@thunderbird.asu.edu)>  
**Sent:** Tuesday, February 12, 2019 7:04 AM  
**To:** Patrick Kenney; Fabio Milner; Lena Booth; Roy Nelson; Mary Teagarden; Stacia Shelton  
**Cc:** Jeffrey Cohen; Nancy Gonzales; Elizabeth Wentz; Fabio Milner  
**Subject:** High Priority and Urgent: Requesting Letter of Support

Dear Pat,

I know we wanted to get us all together to discuss joint programs : I would still very much like to get this scheduled.

In the meantime however, I would be so grateful if you could send me a letter with your support of our concentrations below. Just a simple few sentences would suffice.

We see these concentrations as just the beginning of joint programming, along with the 4+1s we are setting up with several of the departments in CLAS. There is so much I hope and know we can do together.

With Gratitude, Sanjeev

---

**From:** Fabio Milner <[milner@asu.edu](mailto:milner@asu.edu)>  
**Sent:** Wednesday, January 23, 2019 8:50 PM  
**To:** Lena Booth; Sanjeev Khagram  
**Cc:** Patrick Kenney; Jeffrey Cohen; Nancy Gonzales; Elizabeth Wentz; Fabio Milner  
**Subject:** Re: Requesting Letter of Support

Dear Sanjeev and Lena,

I would like to get the Dean of CLAS our three Divisional Deans directly involved in conversations with you at Thunderbird for joint program development.

I am sure they will be very rewarding for both colleges.

All the best,

Fabio

**Fabio Augusto Milner, PhD**

*Associate Dean of Graduate Initiatives*

*College of Liberal Arts and Sciences*

*Director of Mathematics for STEM Education*

*School of Mathematical and Statistical Sciences*

Arizona State University



**From:** Lena Booth <[Lena.Booth@thunderbird.asu.edu](mailto:Lena.Booth@thunderbird.asu.edu)>

**Date:** Tuesday, January 22, 2019 at 14:16

**To:** Fabio Milner <[fmilner@asu.edu](mailto:fmilner@asu.edu)>

**Cc:** Kyle Rader <[kwrader@asu.edu](mailto:kwrader@asu.edu)>

**Subject:** Requesting Letter of Support

How are you, Fabio? Hope you had a great weekend!

As you know, our Master of Global Management (MGM) has gone through a major curriculum transformation to integrate Thunderbird into the larger ASU family. We have worked with various colleges at ASU to offer concentrations for our degree. The following 15 concentrations for our MGM Program have been approved by the Provost Office. We are in the next steps of submitting the Proposal to Establish New Graduate Concentration forms to the Graduate College, then bringing them to the Senate and CAPC. To do that, we are asked to obtain a letter of support from your school. Could you please kindly provide us a letter of support saying you support all of the concentrations that may be of relevance to your school such as Global Affairs, Global Health Care Delivery, Sustainability Solutions, or others? The attached document outlines our MGM curriculum requirements and all the concentration course work for the 15 concentrations. Please kindly send us the letter of support by Monday, Jan 28, 2019 if you may. Please do not hesitate to reach out if you have any questions and concerns. Thanks very much!

Lena

Lena C. Booth, Ph.D. | Associate Dean of Academic Programs and Finance Professor | Thunderbird School of Global Management | 400 E Van Buren, Suite 800 | Phoenix, AZ 85004 | Email: [lena.booth@thunderbird.asu.edu](mailto:lena.booth@thunderbird.asu.edu) | Website: <http://www.thunderbird.edu> | A Unit of Arizona State University Knowledge Enterprise

MGM Concentrations:

- MGM in Global Business (Thunderbird and Carey)
- MGM in Global Affairs (Thunderbird)
- MGM in Global Digital Transformation (Thunderbird)
- MGM in Global Entrepreneurship (Thunderbird)

- MGM in Public Policy (Watts College of Public Service and Community Solutions)
- MGM in Public Administration (Watts College of Public Service and Community Solutions)
- MGM in Nonprofit Leadership and Management (Watts College of Public Service and Community Solutions)
- MGM in Sustainable Tourism (Watts College of Public Service and Community Solutions)
- MGM in Global Legal Studies (Sandra Day O'Connor College of Law)
- MGM in Sustainability Solutions (School of Sustainability)
- MGM in Creative Industries and Design Thinking (The Design School, Herberger Institute for Design and the Arts)
- MGM in Digital Audience Strategy (Cronkite School)
- MGM in Global Development and Innovation (School for the Future of Innovation in Society)
- MGM in Integrated Healthcare (School of Health Solutions)
- MGM in Global Healthcare Delivery (School of Health Solutions)

## School for the Future of Innovation in Society – Impact Statement

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**From:** David Guston

**Sent:** Friday, February 1, 2019 3:39:21 PM

**To:** Lena Booth; Sanjeev Khagram

**Cc:** Gary Grossman; Mary Jane Parmentier; Josh Allen

**Subject:** Re: Thunderbird Request for Letters of Support

Sanjeev, Lena

I am pleased to support the proposal for the Master of Global Management, with all its concentrations including that in Global Technology and Development.

Dave

David H. Guston

Foundation Professor

Director, School for the Future of Innovation in Society

Arizona State University

## Sandra Day O'Connor College of Law – Impact Statement

**From:** Adam Chodorow <[adam.chodorow@asu.edu](mailto:adam.chodorow@asu.edu)>  
**Sent:** Friday, February 8, 2019 7:25 PM  
**To:** Sanjeev Khagram  
**Subject:** RE: Thunderbird Request for Letters of Support

Dear Sanjeev,

The College of Law wholeheartedly supports Thunderbird's proposals as described below. In particular, we look forward to working with you to create the MGM in Global Legal Studies.

Adam

Adam Chodorow  
Jack E. Brown Professor of Law  
Associate Dean for Academic Affairs  
Sandra Day O'Connor College of Law, Arizona State University  
Mail Code 9520, 111 E. Taylor St, Phoenix, AZ 85004  
Tel: (480) 727-8574  
Fax: (480) 965-2427  
Email: [Adam.Chodorow@asu.edu](mailto:Adam.Chodorow@asu.edu)  
SSRN: <http://ssrn.com/author=474399>

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**From:** Thunderbird Office of the Dean and Director General <[thunderbirddean@exchange.asu.edu](mailto:thunderbirddean@exchange.asu.edu)>  
**Sent:** Friday, February 1, 2019 7:25 PM  
**To:** Douglas Sylvester (Dean)  
**Subject:** Thunderbird Request for Letters of Support

Dear Doug,

The following 15 concentrations for our Master of Global Management (MGM) Program has been approved by the Provost Office. We are in the next steps of submitting the "Proposal to Establish New Graduate Concentration" forms to the Graduate College, then bringing them to the Senate and CAPC. To do that, we are asked to obtain a letter of support from your school. Could you please kindly provide us a letter of support saying you support all of the concentrations listed below, especially those that may be of relevance to your school? (An email indicating so would be sufficient.) The attached document outlines our MGM curriculum requirements and all the concentration course work for the 15 concentrations. Please kindly send us the letter of support by Wednesday, Feb 6, 2019. Please do not hesitate to reach out if you have any questions and concerns. Thanks very much!

MGM Concentrations:

- MGM in Global Business (Thunderbird and Carey)
- MGM in Global Affairs (Thunderbird)
- MGM in Global Digital Transformation (Thunderbird)
- MGM in Global Entrepreneurship (Thunderbird)
- MGM in Public Policy (Watts College of Public Service and Community Solutions)
- MGM in Public Administration (Watts College of Public Service and Community Solutions)
- MGM in Nonprofit Leadership and Management (Watts College of Public Service and Community Solutions)
- MGM in Sustainable Tourism (Watts College of Public Service and Community Solutions)

- MGM in Global Legal Studies (Sandra Day O'Connor College of Law)
- MGM in Sustainability Solutions (School of Sustainability)
- MGM in Creative Industries and Design Thinking (The Design School, Herberger Institute for Design and the Arts)
- MGM in Digital Audience Strategy (Cronkite School)
- MGM in Global Development and Innovation (School for the Future of Innovation in Society)
- MGM in Integrated Healthcare (School of Health Solutions)
- MGM in Global Healthcare Delivery (School of Health Solutions)

**Sanjeev Khagram, Ph.D.**

*Dean and Director General*

Thunderbird School of Global Management

Mary Lou Fulton Teachers College – Impact Statement

**From:** Carole Basile <[Carole.Basile@asu.edu](mailto:Carole.Basile@asu.edu)>  
**Date:** Thursday, February 14, 2019 at 10:11 AM  
**To:** Sanjeev Khagram <[Sanjeev.Khagram@thunderbird.asu.edu](mailto:Sanjeev.Khagram@thunderbird.asu.edu)>  
**Cc:** Lena Booth <[Lena.Booth@thunderbird.asu.edu](mailto:Lena.Booth@thunderbird.asu.edu)>  
**Subject:** Re: Urgent request

And yes, of course I support these programs!

**Carole G. Basile**

**Dean**

**Arizona State University**

**Mary Lou Fulton Teachers College**

[P.O. Box 871811, Tempe, AZ 85281-1811](#)

**O: [480.965.3463](tel:480.965.3463) | M: [480.310.6887](tel:480.310.6887)**

On Feb 14, 2019, at 9:38 AM, Sanjeev Khagram <[Sanjeev.Khagram@thunderbird.asu.edu](mailto:Sanjeev.Khagram@thunderbird.asu.edu)> wrote:

Dear Carol,

Looping in my amazing Associate Dean Lena Booth on this. We are not 100% sure why, but this is one of the requests we got from the Grad College. Given the transdisciplinary breadth of our new curriculum, they may also ask for an impact statement from you at the Teachers College for our concentrations. We'd love to see a concentration in intl educational leadership and management.

With Gratitude, Sanjeev

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**From:** Carole Basile <[carole.basile@asu.edu](mailto:carole.basile@asu.edu)>  
**Sent:** Thursday, February 14, 2019 5:09 AM  
**To:** Sanjeev Khagram  
**Cc:** Sherman Dorn  
**Subject:** Re: Urgent request

Sanjeev, there doesn't seem to be anything here with MLFTC so I'm not sure what I'm approving. Maybe I'm missing something? cb

**Carole G. Basile**

**Dean**

**Arizona State University**

**Mary Lou Fulton Teachers College**

[P.O. Box 871811, Tempe, AZ 85281-1811](#)

**O: [480.965.3463](tel:480.965.3463) | M: [480.310.6887](tel:480.310.6887)**



On Feb 13, 2019, at 10:39 PM, Sanjeev Khagram <[skhagram@asu.edu](mailto:skhagram@asu.edu)> wrote:

Dear Carol,

As you know, our Master of Global Management (MGM) has gone through a major curriculum transformation to integrate Thunderbird into the larger ASU family. We have worked with various colleges at ASU to offer concentrations for our degree. The 15 concentrations for our MGM Program listed below have been approved by the Provost's Office.

We are in the next steps of submitting the Proposal to Establish New Graduate Concentration forms to the Graduate College, then bringing them to the Senate and CAPC. To do that, we are asked to obtain a letter of support from your school. Could you please kindly provide us a letter of support saying you support all of the concentrations below?

With Gratitude, Sanjeev

MGM Concentrations:

MGM in Global Business (Thunderbird and Carey)

MGM in Global Affairs (Thunderbird)

MGM in Global Digital Transformation (Thunderbird)

MGM in Global Entrepreneurship (Thunderbird)

MGM in Public Policy (Watts College of Public Service and Community Solutions)

MGM in Public Administration (Watts College of Public Service and Community Solutions)

MGM in Nonprofit Leadership and Management (Watts College of Public Service and Community Solutions)

MGM in Sustainable Tourism (Watts College of Public Service and Community Solutions)

MGM in Global Legal Studies (Sandra Day O'Connor College of Law)

MGM in Sustainability Solutions (School of Sustainability)

MGM in Creative Industries and Design Thinking (The Design School, Herberger Institute for Design and the Arts)

MGM in Digital Audience Strategy (Cronkite School)

MGM in Global Development and Innovation (School for the Future of Innovation in Society)

MGM in Integrated Healthcare (School of Health Solutions)

MGM in Global Healthcare Delivery (School of Health Solutions)

## School of Sustainability – Impact Statement

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**From:** Christopher Boone <[Christopher.G.Boone@asu.edu](mailto:Christopher.G.Boone@asu.edu)>  
**Date:** Thursday, January 31, 2019 at 4:49 PM  
**To:** Lena Booth <[Lena.Booth@thunderbird.asu.edu](mailto:Lena.Booth@thunderbird.asu.edu)>, Caroline Harrison <[Caroline.Harrison@asu.edu](mailto:Caroline.Harrison@asu.edu)>  
**Cc:** Nicole Darnall <[ndarnall@asu.edu](mailto:ndarnall@asu.edu)>  
**Subject:** Re: Request Letter of Support

Dear Dr. Booth,

I am writing to provide my support for the new Master of Global Management and the proposed concentrations. In particular, I want to call out my support for the concentrations in Sustainable Solutions and Sustainable Tourism. We are ready to teach the necessary SOS courses indicated in the proposal and look forward to this partnership with the Thunderbird School of Global Management.

Christopher Boone  
Dean and Professor



P.O. Box 875502 | Tempe, Arizona | 85287-5502  
PH: 480-965-2236 | Main: 480-965-2975  
[SchoolOfSustainability.asu.edu](http://SchoolOfSustainability.asu.edu)  
Executive Assistant: [Lorraine.Protocollo@asu.edu](mailto:Lorraine.Protocollo@asu.edu)  
480.965.2236

## Walter Cronkite School of Journalism and Mass Communication – Impact Statement

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**From:** Christopher Callahan <[Christopher.Callahan@asu.edu](mailto:Christopher.Callahan@asu.edu)>  
**Sent:** Friday, February 01, 2019 5:16 PM  
**To:** Thunderbird Office of the Dean and Director General <[ThunderbirdDean@exchange.asu.edu](mailto:ThunderbirdDean@exchange.asu.edu)>  
**Subject:** RE: Thunderbird Request for Letters of Support

Dear Sanjeev,

We have reviewed the proposed new concentrations within the Master of Global Management program. The Cronkite School supports the proposal, and we look forward to collaborating on the Digital Audience Strategy concentration in particular. We do not anticipate any negative impact from the other proposed concentrations. Congratulations on a very impressive array of new offerings.

Best,  
Chris

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Christopher Callahan  
Dean and Professor, Walter Cronkite School of Journalism and Mass Communication  
Vice Provost, Arizona State University  
CEO, Arizona PBS  
555 N. Central Ave.  
Phoenix, Ariz. 85004  
602.496.5012  
[ccallahan@asu.edu](mailto:ccallahan@asu.edu)  
<http://cronkite.asu.edu>  
<http://facebook.com/CronkiteSchool>  
[http://twitter.com/Cronkite\\_ASU](http://twitter.com/Cronkite_ASU)

## New College of Interdisciplinary Arts and Sciences – Impact Statement

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**From:** Todd Sandrin <[Todd.Sandrin@asu.edu](mailto:Todd.Sandrin@asu.edu)>  
**Sent:** Friday, February 01, 2019 3:50 PM  
**To:** Thunderbird Office of the Dean and Director General <[ThunderbirdDean@exchange.asu.edu](mailto:ThunderbirdDean@exchange.asu.edu)>  
**Cc:** Patricia Friedrich <[Patricia.Friedrich@asu.edu](mailto:Patricia.Friedrich@asu.edu)>  
**Subject:** RE: Thunderbird Request for Letters of Support

Sanjeev,

New College is happy to support these exciting new graduate degree programs and looks forward to opportunities to partner with Thunderbird to create innovate and new undergraduate and graduate degrees in the future.

Best,  
Todd

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**Todd R. Sandrin, Ph.D.**  
[Dean, New College](#) of Interdisciplinary Arts and Sciences  
Vice Provost, [West campus](#)  
[Professor, School of Mathematical and Natural Sciences](#)  
Senior Sustainability Scientist - [Julie Ann Wrigley Global Institute of Sustainability](#)

**ASU New College**  
of Interdisciplinary Arts and Sciences  
Arizona State University

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## College of Integrative Sciences and Arts – Impact Statement

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**From:** Duane Roen <[Duane.Roen@asu.edu](mailto:Duane.Roen@asu.edu)>  
**Sent:** Friday, February 01, 2019 2:02 PM  
**To:** Thunderbird Office of the Dean and Director General <[ThunderbirdDean@exchange.asu.edu](mailto:ThunderbirdDean@exchange.asu.edu)>  
**Cc:** Kevin Ellsworth <[Kevin.Ellsworth@asu.edu](mailto:Kevin.Ellsworth@asu.edu)>  
**Subject:** RE: Thunderbird Request for Letters of Support

Sanjeev,

The MGM looks exciting.

CISA supports all of the proposed MGM concentrations because we are confident that there is sufficient market demand for these MGM degrees as well as CISA's MS in Organizational Leadership degree—and ASU's other graduate programs in leadership.

Best wishes for much success with the MGM,  
Duane

Duane Roen  
Vice Provost, Polytechnic campus  
Dean, College of Integrative Sciences and Arts  
Dean, University College  
**Arizona State University**  
Mail Code: 2780  
7271 E Sonoran Arroyo Mall  
Mesa, AZ 85212-6415  
P: 480-727-6513

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## Herberger Institute for Design and the Arts – Impact Statement

**From:** Kathryn Maxwell <[K.Maxwell@asu.edu](mailto:K.Maxwell@asu.edu)>  
**Date:** Wednesday, February 13, 2019 at 12:43 PM  
**To:** Lena Booth <[Lena.Booth@thunderbird.asu.edu](mailto:Lena.Booth@thunderbird.asu.edu)>  
**Cc:** Steven Tepper <[Steven.Tepper@asu.edu](mailto:Steven.Tepper@asu.edu)>  
**Subject:** Re: Support for MGM in Creative Industries and Design Thinking

Hi Lena,

The Herberger Institute is pleased to offer its support of all of the proposed concentrations for the Masters in Global Management. Please see complete list below.

MGM Concentrations:

- MGM in Global Business (Thunderbird and Carey)
- MGM in Global Affairs (Thunderbird)
- MGM in Global Digital Transformation (Thunderbird)
- MGM in Global Entrepreneurship (Thunderbird)
- MGM in Public Policy (Watts College of Public Service and Community Solutions)
- MGM in Public Administration (Watts College of Public Service and Community Solutions)
- MGM in Nonprofit Leadership and Management (Watts College of Public Service and Community Solutions)
- MGM in Sustainable Tourism (Watts College of Public Service and Community Solutions)
- MGM in Global Legal Studies (Sandra Day O'Connor College of Law)
- MGM in Sustainability Solutions (School of Sustainability)
- MGM in Creative Industries and Design Thinking (The Design School, Herberger Institute for Design and the Arts)
- MGM in Digital Audience Strategy (Cronkite School)
- MGM in Global Development and Innovation (School for the Future of Innovation in Society)
- MGM in Integrated Healthcare (School of Health Solutions)
- MGM in Global Healthcare Delivery (School of Health Solutions)

Regards,  
Kathryn

Kathryn Maxwell  
Associate Dean for Students  
Professor of Printmaking

### **ASU Herberger Institute for Design and the Arts**

Dixie Gammage Hall, Rm. 132  
PO Box 872102  
Tempe, AZ 85287-2102

## PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

**Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals. Please see the academic strategic plan website at: <https://provost.asu.edu/curriculum-development>.**

**Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.**

- Additional information can be found at the Provost's Office Curriculum Development website: [Courses link](#)
- For questions regarding proposing new courses, send an email to: [courses@asu.edu](mailto:courses@asu.edu)

**Prepare the applicable proposal template and operational appendix for the proposed initiative.**

**Obtain letters or memos of support or collaboration (if applicable).**

- When resources (faculty or courses) from another academic unit will be utilized
- When other academic units may be impacted by the proposed program request
- if the program will have an online delivery option support will be required from the Provost's office and ASU Online. *(Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request.)*

**Obtain the internal reviews/approvals of the academic unit.**

- Internal faculty governance review committee(s)
- academic unit head (e.g. Department Chair or School Director)
- academic unit Dean (will submit approved proposal to the [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu) email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

### **Additional Recommendations**

All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that the Graduate College strongly recommends that academic units establish after the program is approved for implementation.

**Establish satisfactory academic progress policies, processes and guidelines** – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to [http://graduate.asu.edu/faculty\\_staff/policies](http://graduate.asu.edu/faculty_staff/policies) and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

**Establish a Graduate Student Handbook for the new degree program** – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook provided to students when they are admitted to the degree program and published on the website for the new degree gives students this information. Include in the handbook the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and provide a link to the Graduate Policies and Procedures website. Please go to [http://graduate.asu.edu/faculty\\_staff/policies](http://graduate.asu.edu/faculty_staff/policies) to access Graduate Policies and Procedures.