



Master's GLOBAL MANAGEMENT

- UPF University – American International Institute and Thunderbird School of Global Management at Arizona State University (ASU).
- Program Format: 1+1 (1 year in Morocco, 1 year in the U.S. on campus or online)

Program Overview

The Master of Global Management at UPF-American International Institute (UPF-AII) is a globally competitive graduate program developed using Arizona State University's (ASU) curriculum. This master's degree offers a 1+1 pathway with Thunderbird School of Global Management at ASU.

Course Curriculum

The Master of Global Management program at UPF-AII mirrors the specialized MGM program from Thunderbird School of Global Management at ASU and prepares students for leadership in today's fast-changing global environment.

The MGM is regarded as one of the most innovative programs at the intersection of global business, public policy, and international affairs, preparing future leaders to navigate complex international

markets, drive sustainable growth, and lead digital transformation

The program is built on international business, public administration, and cross-cultural leadership—helping students understand how to work across countries and industries.

Students develop practical skills such as cross-cultural communication, emotional intelligence, and adaptive thinking, along with strong leadership and management abilities.

Through hands-on learning and real-world projects, students gain a global perspective and are prepared for careers in multinational companies, NGOs, and government.

Dual Master's Degree – 1+1 Pathway

The Master of Global Management offers a 1+1 Dual Degree Pathway in partnership with Thunderbird School of Global Management at Arizona State University (ASU).

Students complete one year at UPF-AII and finish their second year at ASU, on campus in Arizona, graduating with two master's degrees in just two years.*

Year 1 – Begin at UPF- American International Institute (UPF-AII)

Start your master's program at UPF- American International Institute (UPF-AII), including ASU courses that count toward a second degree.

Year 2 – Complete at Arizona State University (Online or On-Campus in Arizona)

Finish your second master's degree at ASU.

Students who choose the on-campus experience may apply for the OPT (Optional Practical Training) program, allowing eligible graduates the opportunity to work legally in the United States for up to three years (depending on program eligibility).

Upon successful completion of the 1+1 pathway, you graduate with:

- Master of Global Management from the American International Institute at Université Privée de Fès, Morocco.
- Master of Global Management (MGM) from Thunderbird School of Global Management at Arizona State University, United States.

Key benefits:

- Two internationally recognized degrees
- Global exposure: Study in both Morocco and the United States.
- Enhanced career opportunities: Degrees respected by employers worldwide.

*Final year at ASU eligibility depends on successful credit transfer and approval by Arizona State University. Program details may vary based on academic progress.

Program Duration

Master's degree from UPF-AII: 2 years

Dual Master's degree – One from UPF-AII and one from ASU: 1 year at UPF-AII and 1 year at ASU

Learning Outcomes

Graduates of the Master of Global Management program at UPF-AII will achieve comprehensive outcomes that prepare them for leadership in global business settings. The learning outcomes encompass a blend of hard and soft skills essential for success in a globalized world, ensuring students are equipped to navigate the complexities of international management.

1. **Global Leadership Competence:** Develop the ability to lead diverse, multicultural teams effectively, understanding how to inspire and motivate people from different cultural backgrounds. This includes building sustainable and trusting relationships with individuals from various regions, a crucial aspect of global business.
2. **Strategic Business Acumen:** Master the ability to analyze and formulate global business strategies. This involves understanding international markets, employing strategic planning techniques, and adapting to different regulatory and economic environments.
3. **Data-Driven Decision Making:** Employ advanced data analytics and technology to inform business decisions. The program emphasizes using data for strategic decision-making and integrating technology to solve complex business problems in a global context.
4. **Sustainable Business Practices:** Incorporate sustainability into business operations by understanding global environmental challenges and developing socially responsible business models. Graduates will be adept at implementing practices that prioritize ethical considerations and long-term environmental impact.
5. **Entrepreneurial and Innovative Thinking:** Gain the skills to launch and scale ventures in international markets, fostering an entrepreneurial mindset. This includes developing creative solutions to global business challenges and leveraging innovation to drive growth.

6. Cross-Cultural Communication and Negotiation: Develop the ability to communicate effectively and negotiate in a dynamic global environment. This involves understanding cultural differences, adapting communication styles, and resolving conflicts across borders.

7. Global Mindset and Adaptability: Build the capacity to adapt to rapidly changing global conditions by embracing cultural differences and demonstrating flexibility in various business scenarios. This mindset enhances problem-solving skills when dealing with complex global issues.

8. Inspiring Global Leadership: Cultivate the skills to inspire others and drive change in a global context. Graduates will be prepared to lead organizations through periods of transformation and guide teams in overcoming international challenges.

These outcomes align with Thunderbird's emphasis on experiential learning, immersing students in international business environments through hands-on projects. Students engage with real-world challenges faced by multinational organizations, nonprofits, and government agencies, applying their knowledge to solve complex, global issues.

Career Opportunities

The Master of Global Management at UPF-AII prepares graduates for management roles in international companies, government, and nonprofit organizations (NGOs).

The program develops strong skills in leadership, strategy, and global operations—equipping students to work across markets, industries, and cultures:

Graduates can pursue careers in areas such as:

- Global Operations & Project Management

Roles like Global Operations Manager and Global Project Manager focus on managing international teams, optimizing processes, and leading cross-border projects in complex environments.

- International Business Development

As International Business Development Managers, graduates identify new markets, build global partnerships, and drive business expansion.

- Strategy & Consulting

Strategy Consultants help organizations navigate digital transformation, geopolitical challenges, and business growth in a rapidly changing world.

- AI & Digital Transformation

Emerging roles such as AI Strategy & Transformation Lead focus on integrating AI into business operations and leading organizational change.

- Sustainability & ESG

Sustainability (ESG) Directors develop strategies aligned with global environmental and social standards—an increasingly critical area for international investment.

- Finance, Marketing & Corporate Functions

Graduates can also pursue roles in finance, marketing, HR, and analytics, supporting global decision-making and organizational performance.

These career paths reflect the wide range of opportunities available to graduates across multinational corporations, startups, consulting firms, NGOs, and public institutions.

Who Is This Program For?

The Master of Global Management program at UPF-AII is designed for students and professionals who want to grow into leadership roles in an international environment.

The program is built for those who aim to:

- build a global career and work across markets
- increase their earning potential
- expand their international network and business connections

With a focus on practical learning, real-world cases, and modern tools—including AI in management—the program helps students apply knowledge immediately in their careers.

Admissions Requirements

To enroll in the Master of Global Management and qualify for the dual master's degree pathway with ASU, applicants must have:

- A Baccalauréat diploma – all options
- A Bachelor's degree – all options
- A strong academic background (GPA or equivalent)
- English proficiency (TOEFL, IELTS, Duolingo or equivalent); a placement test is required
- Interview
- Academic eligibility for transfer to ASU after Year 1: minimum cumulative GPA = 3 (12/20) in the last two year of the bachelor, and English Test Score, Duolingo ≥ 115.

Tuition Fees Structure

The first year at UPF – American International Institute – Fez / Rabat Campus

Admission Year 2026-2027

- Application Fees: 500 MAD
- Annual Fees: 80,000 MAD
- Merit-based scholarships available for eligible students
The second year at Arizona State University

The second year at Arizona State University

- On Campus: <https://admission.asu.edu/cost-aid/international>
- Tuition fees are directly managed by Arizona State University

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