

Microcertificate in Foundations of Cross-Cultural Leadership and Innovation

Under Review | Spring 2026

Proposal Information

Workflow Status

In Progress

Graduate Council Agenda Preparation, Graduate College Curriculum

expand ▲

Waiting for Approval | Graduate Council Agenda Preparation

Amanda Morales-Calderon

Lisa Anderson

Amy Glasscock

Sophia McGovern

Kayla Durazo

Proposal to Establish a New Program

Requested Term & Year (The first term for which applications will be accepted and students admitted.) ⓘ

Spring 2026

This proposal can also be viewed at:

<https://asu.kuali.co/cm/#!/programs/view/68b1bcf114eae6a014fde8fb>

General Information

Select Program Level and Type

Graduate certificate

General Program Information

College/School/Institute

Thunderbird School of Global Management (CTB)

Department/Division/School

Thunderbird School of Global Management (CTB)

Name of Program

Microcertificate in - Foundations of Cross-Cultural Leadership and Innovation | Review

Program

Foundations of Cross-Cultural Leadership and Innovation

Degree Type

Certificate (CERT)

Proposing Faculty Group

N/A

Responsible Faculty Member or Director

Lena Booth

Campus or Location options

Add a Different Campus or Location

No

Are you requesting an online offering?

Yes

Complete the Request for Digital Immersion Implementation.

Program Description/Justification



The Microcertificate in Foundations of Cross-Cultural Leadership and Innovation equips professionals with essential skills to lead effectively in diverse, global environments. Participants will explore the foundations of cross-cultural communication and negotiation, adaptive leadership, digital transformation and innovative strategy, gaining practical tools to navigate complexity, build inclusive teams, and drive impact across cultural boundaries. Designed for emerging and current leaders, this microcertificate supports those seeking to lead with confidence and creativity in today's interconnected world. This microcertificate aligns with the ASU design aspiration of "Engage Globally" because it attracts a global audience who want to do business internationally.

This three-course micro-certificate delivers practical, high-impact skills without the time or cost of a full degree, making it ideal

for those seeking career advancement or upskilling in a rapidly changing global environment. The short, modular structure aligns with growing demand for stackable, skills-based credentials and serves as a strategic pathway into Thunderbird's broader academic graduate degree programs.

Program Need



There is strong and growing global demand for education in cross-cultural leadership and innovation, particularly as organizations navigate increasingly interconnected markets and rapidly evolving technologies. According to Research and Markets, the global cross-cultural training market is projected to grow from USD 5.50 billion in 2024 to USD 8.07 billion by 2030, reflecting a 6.6% compound annual growth rate (CAGR) (ResearchAndMarkets.com). Within this space, cross-border leadership development is growing even faster, with a projected 6.9% CAGR, fueled by the need for globally fluent leaders who can manage diverse teams and stakeholders (MordorIntelligence.com). According to the U.S. Bureau of Labor Statistics, management occupations are projected to grow faster than the average for all occupations from 2024 to 2034 with an estimate of about 1.1 million openings each year due to growth in different sectors and natural turnover with existing positions.

Equally important is the demand for innovation leadership—the ability to lead change, drive creative problem-solving, and harness new technologies. The global innovation management market is forecasted to grow from USD 1.5 billion in 2022 to over USD 3.2 billion by 2030, representing a CAGR of 10.6%, according to Verified Market Research (VerifiedMarketResearch.com). This growth reflects strong employer interest in training professionals to foster innovation across business models, products, and organizational culture. In parallel, LinkedIn's 2024 Future of Work report lists "creativity," "adaptability," and "cross-functional collaboration"—core aspects of innovation—as among the top skills employers seek in leadership roles.

This program is designed as a stackable offering to Cintana/Benke students. It will be offered online in Chinese.

ASU has a couple of degrees that might have some topics which are similar. The first is the Master of Arts in Creative Enterprise and Cultural Leadership. This program is designed for individuals in the creative industries space. This microcertificate is for a global audience in any industry who want to enhance their business skills. The next is the Master of Science in Innovation and Venture Development. This program is designed for individuals who are interested in entrepreneurship. The microcertificate complements this program by adding a cross-cultural and global component.

University of Arizona may have some topics that are complementary, yet unique, including the Graduate Certificate in Inclusive Leadership in Sport and Recreation. This certificate program is designed for individuals who are interested in the sports industry. The microcertificate differs in that it adds a cross-cultural and global component. The Organizational Leadership Specialization for their master's degrees is also similar. The microcertificate complements this specialization by adding a cross-cultural and global component.

None of these programs fully match the unique combination of cross-cultural leadership and innovation in a compact, stackable format like the proposed microcertificate.

Specialized Accreditation



This program will be accredited by the Association to Advance Collegiate Schools of Business (AACSB) along with Thunderbird's other programs. The AACSB will require that the students who complete the program have met program learning objectives.

State Authorization and Professional Licensure:

State Authorization and Professional Licensure:

Does this degree program include learning placement opportunities (clinical, externship, internship, research, student teaching, etc.)? ⓘ

N

Will this degree program be offered via distance education (whole or in-part)?

Y

Will in-person instruction be occurring in any jurisdiction, other than the State of Arizona? ⓘ

N

Does this degree program potentially lead to professional licensure or certification (attorney, nurse, physician, teacher, etc.) for the student? ⓘ

N

Collaborating Units

Are two or more academic units collaborating on this program?

No

Is this an officially recognized joint program?

No

Collaboration and Impact

List other academic units or programs that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs) and how the programs might complement each other. If there are no comparable programs, describe why the program is unique at ASU. ⓘ

We are reaching out to the following colleges/schools for impact statements. The email request is attached.

College of Health Solutions

MLFTC

Edson

Herberger

FSE

WPC

Global Futures

CISA

Cronkite

The College

New College

Law

STPH

WATTS

Attach a PDF copy of the letter of collaboration and impact from each Dean, or Dean's designee at the Assistant or Associate Dean level, from impacted programs and units consulted. ⓘ

- Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation.pdf
- Support-Statement from MLFC.pdf
- CHS Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation.pdf
- FSE Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation.pdf
- Herberger-Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation.pdf
- Watts-Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation.pdf

Course Development

Will a new course subject be required for this program?

No

Will new courses be established? ⓘ

No

Graduate Degree Curriculum

Is the proposed certificate a microcertificate of 9 credit hours?

Yes

Allow 400-level courses? ⓘ

No

Minimum Credits Required for the Program ⓘ

9

Curriculum Requirement Option 1 ⓘ

9 credit hours

Add another option?

No

Curriculum Requirement Option 1

9 credit hours

Min credits required for this option

9

Primary Requirement (Culminating experience)

Not Required

Additional Requirement(s)

Curriculum option course requirements

Required Core

6

Total Credits

- Complete 6 credits from the following courses:
 - TAM582 - Communicating and Negotiating in a Dynamic Global World (3)
 - TAM530 - Data Analytics and Digital Transformation in a Global World (3)

Electives

3

Total Credits

- Complete 3 credits from the following courses:
 - TAM542 - Global Leadership and Personal Development (3)
 - TAM521 - Financial Value Creation for Leaders (3)
 - TAM511 - Global Accounting: Managing with Numbers (3)
 - TGM586 - Global Entrepreneurship and Sustainable Business (3)
 - TAM557 - Global Marketing in a Digital Age (3)
 - TAM505 - Navigating Global and Regional Business Environments (3)

Grand Total Credits: 9

Additional Curriculum Information

Sharing of Credit Hours with a Degree

Will this proposed certificate program allow sharing of credit hours from another ASU degree program to be used as part of this certificate program?

Yes, this will be a stackable credential as part of the Master of Leadership and Management, MLM.

Projected Enrollment

Enrollment Headcounts

	Number of Students Majoring
1st Year	20
2nd Year (Yr 1 continuing + new entering)	30
3rd Year (Yr 1 & 2 continuing + new entering)	40
4th Year (Yrs 1, 2, 3 continuing + new entering)	40
5th Year (Yrs 1, 2, 3, 4 continuing + new entering)	40

Additional Enrollment Information

Estimated Timeframe to Complete Program

What is the minimum timeframe that this program can be completed?

1 year or less

If necessary, please provide additional information.

Resources (Faculty, Staff and Others)

Current Faculty ⓘ

Name	Title	Highest Degree Obtained	Area of Specialization or Expertise	Estimated Level of Involvement
Lena Booth	Deputy Dean	Ph.D.	Global Finance	High
Mansour Javidan	Najafi Chair Professor in Global Mindset and Digital Transformation and Executive Director of Najafi Global Mindset Institute	Ph.D.	Cross-cultural Communication, Leadership, and Management	High
Uyen Tran	Assitant Professor	Ph.D.	Quantitative Marketing	High
Seigyoung Auh	Professor of Global Marketing	Ph.D.	Global Marketing	Medium
Shirley-Ann Behraves	Assistant Professor	Ph.D.	Sustainability and Innovation	Medium
Mary Teagarden	Executive Director and Professor of Strategy	Ph.D.	Innovation and Technological Entrepreneurship and Management	Low

New Faculty

No new faculty necessary.

Is your college in the process of reviewing the new faculty? Or has new faculty already been approved?

No

Administration of the Program

Dr. Lena Booth will be faculty program lead with Professors Javidan and Tran as members of the faculty committee to oversee the program.

This microcertificate will be added to our portfolio of online degree and certificate offerings. Thunderbird has an associate

director and academic advisor for online programs who are dedicated to making these programs successful. Impact to their day-to-day job functions will be minimal since enrollment will be small with only three course offerings.

Required Resources

No new required resources

Resource Acquisition

N/A

Graduate Program Admission Requirements

The below sections are for initial admission criteria setup for new programs. Once the program is approved, this section will display the admission text as it appears in the academic catalog/degree search.

Applicants must fulfill the requirements of both the Graduate College and the **[name of college]**. Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in **[subject area]** or related field; from a regionally accredited institution. Applicants must have a minimum cumulative GPA of 3.00 (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 cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Name of College ⓘ

Thunderbird School of Global Management (CTB)

Subject Area(s) ⓘ

any subject

Is the minimum required cumulative GPA in the last 60 hours of bachelor's degree higher than the standard minimum of 3.00?

No

Is the minimum required cumulative GPA in an applicable master's degree program higher than the standard minimum of 3.00?

No

Applicants are required to submit:

- graduate admissions application and application fee
- official transcripts
- proof of English proficiency

Select additional requirements:

professional resume

Additional Application Requirements/Materials

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. If applicable, list any English proficiency requirements that are supplementary to the Graduate College requirement. ⓘ

If any required components require further explanation, explain here.

No English is required as the microcertificate is offered in Mandarin to Cintana/Benke students.

Additional Admission Information:

Professional resume should include all degrees earned and professional work experience.

Graduate Application Information

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. The regular session is only available for summer.

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

Campus or Location	Term	Session
ASU Online	Spring	Regular
ASU Online	Spring	Session B (ASU Online only)
ASU Online	Summer	Regular
ASU Online	Fall	Session B (ASU Online only)
ASU Online	Fall	Regular

Application Deadlines ⓘ

Modality	Term	Session	Deadline	Type
Online	Spring	Session A/C	2025/11/30	Rolling
Online	Spring	Session B (Online Only)	2025/12/15	Rolling
Online	Summer	Session A/C	2026/06/10	Rolling
Online	Fall	Session A/C	2026/07/31	Rolling
Online	Fall	Session B (Online Only)	2026/09/20	Rolling

Program Admission Deadline Website Address

Fees

Is a program fee required? ⓘ

Yes

Is the unit willing and able to implement the program if the fee is denied OR if an existing fee is determined to not apply to this program?

Yes, we are able to implement the program.

Degree Search and Operational Information

Marketing Description ⓘ

Build the skills to lead across cultures and spark innovation. This three-course microcertificate equips early professionals with practical tools in leadership, collaboration and creative problem-solving—helping you stand out and succeed in today's global workplace.

Degree Search Program Description ⓘ

The Foundations of Cross-Cultural Leadership and Innovation microcertificate prepares professionals to thrive in diverse and rapidly changing environments. Across three courses, participants will explore key topics including cross-cultural communication and negotiation, adaptive leadership, digital transformation and innovative strategy.

Designed for emerging and current leaders from any industry, this microcertificate supports professionals seeking to expand their leadership capacity and global perspective. Participants will gain strategies for building trust across cultural and organizational boundaries, managing collaboration in hybrid and digital contexts, and cultivating innovation that drives meaningful results.

By the end of the program, participants will be prepared to approach leadership with confidence, agility and creativity—equipped to inspire others, adapt to uncertainty and make a lasting impact in today's interconnected world.

About Thunderbird

Thunderbird School of Global Management has produced world-class leaders for more than 75 years. The ideal Thunderbird student is curious, globally minded, and eager to develop and advance their careers in leadership and management within the global and digital landscape of the current world. Upon completion of this degree program, graduates join a thriving global alumni network nearly 50,000 strong, managing some of the world's largest institutions, companies, nonprofits and NGOs.

Provide a brief description of career opportunities available for this program. ⓘ

Students who complete this microcertificate can enhance their career in any particular job field or function where cross-cultural leadership and innovation skills are especially valuable.

Career examples include:

- business analyst
- communications specialist
- compliance manager
- general manager
- operations manager
- project coordinator
- project manager
- talent development specialist

Global Experience: Provide a brief description of global opportunities or experiences (study abroad, international internships) available for this program.

ONET/SOC Codes: Career Options ⓘ

11-1021.00 General Manager (GM)13-1081.00 Operations Manager27-3043.00 Communications Specialist
13-1082.00 Project Manager11-9199.02 Compliance Manager13-1111.00 Business Analyst

Professional Licensure

Additional Professional Licensure Information

Degree Search Contact Information and Support

Building Code

Thunderbird Global Headquarters (TGHB)

Room Number

209

Program Email Address ⓘ

admissions.tbird@asu.edu

Program Office Telephone Number ⓘ

602/496-7100

Program Website Address

<https://thunderbrd.asu.edu>

Keywords ⓘ

cross-cultural communicationsleadershipInnovationManagementGlobal Cross-Cultural Communicationglobal leadership
international leadershipMultinational Organization LeadershipInnovation ManagementSustainable Innovation

List New Keywords

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

Business

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

Program Assessment

Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. ⓘ

Supporting Documents

Additional Supporting Documentation (Impact statements should be above under Collaboration and Impact)

Please describe the attached files and their relevance to the proposal.

Dependencies

Dependencies

There are no dependencies

Subject: Re: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation
Date: Wednesday, September 10, 2025 at 12:56:44 AM China Standard Time
From: Kate Brown
To: Lena Booth
CC: Julie Liss, Stavros Kavouras
Attachments: image002.png, image.png, Kual CM _ Programs View - Foundations of Cross-Cultural Leadership and Innovation.pdf

Sent on behalf of Julie Liss

Dear Lena,

Thank you for the opportunity to review your proposal for a micro-certificate in *Foundations of Cross-Cultural Leadership and Innovation*.

We are pleased to express our support for this initiative and do not anticipate duplication or negative impact on our college. With its Mandarin-language focus and distinct student population, this program expands ASU's global reach and serves as a model for innovative program design.

We also see opportunities for potential collaboration, particularly through stackable credentials. While we are not certain about current Mandarin-language faculty capacity, we would be open to engaging our Mandarin-speaking faculty to explore complementary pathways in areas such as health systems and policy, should it be of interest in the future.

We fully support this proposal and look forward to future collaborations that advance ASU's commitment to inclusion and innovation.

Kind regards,
Julie

Julie Liss, PhD CCC-SLP

Senior Associate Dean of Academic Success

Professor of Speech and Hearing Science

Senior Editor of Registered Reports, *Journal of Speech, Language, and Hearing Research*

Fellow, American Speech-Language-Hearing Association

Arizona State University | College of Health Solutions

550 N. 3rd Street, Phoenix, AZ 85004 | Health North|

For assistance or to request a meeting, please email Bernadette.Elliott@asu.edu

**Note: If you have received this email outside of your working hours, please don't feel obligated to respond before your next workday begins.*

| chs.asu.edu



From: Julie Liss <JULIE.LISS@asu.edu>
Sent: Tuesday, September 9, 2025 7:02 AM
To: Kate Brown <KateBrown@asu.edu>
Subject: FW: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation

From: Lena Booth <Lena.Booth@thunderbird.asu.edu>
Date: Tuesday, September 9, 2025 at 6:24 AM
To: Karen Schupp <Karen.Schupp@asu.edu>, Amanda Osman <Amanda.Osman@asu.edu>, James Collofello <JAMES.COLLOFELLO@asu.edu>, Miki Kittilson <Miki.Kittilson@asu.edu>, Althea Pergakis <Althea.Pergakis@asu.edu>, Julie Liss <JULIE.LISS@asu.edu>, Stephen Toth <Stephen.Toth@asu.edu>, James Corbeille <James.Corbeille@asu.edu>, Battinto Batts <Battinto.Batts@asu.edu>, Katherine Kenny <Katherine.Kenny@asu.edu>, Bradley Ryner <Bradley.Ryner@asu.edu>, Kate Eaton <kkarnos@asu.edu>, Ohad Kadan <Ohad.Kadan@asu.edu>, Tamara Herrera <Tamara.Herrera@asu.edu>, Aaron Hess <arhess@mainex1.asu.edu>, Carole Basile (Dean) <Carole.Basile@asu.edu>, Chris Hiryak <chris.hiryak@asu.edu>, Rachel La Vine <Rachel.Lavine@asu.edu>
Cc: Josh Allen <Joshallen@thunderbird.asu.edu>
Subject: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation

Dear colleagues:

Thunderbird is proposing a 3-course micro-certificate in Foundations of Cross-Cultural Leadership and Innovation. This certificate is offered primarily to students in China in **Mandarin**. The Kualii Proposal is attached. Graduate College has asked that we obtained an impact statement from each of your colleges.

- CGF
- CHS
- Edson
- FSE
- Herberger
- New College
- The College
- Cronkite
- WPC
- Law
- CISA
- MLFC

- Watts
- STPH
-

Please don't hesitate to reach out should you have any comments or questions. We appreciate receiving your letter of support no later than **Wednesday, September 17, 2025**.

Thank you!

Lena

Lena C. Booth, Ph.D. deputy dean, Thunderbird Academic Enterprise and finance professor /
Thunderbird School of Global Management | 401 N 1st St. | Phoenix, AZ 85004 | Phone: 602-496-7061
| Email: lena.booth@thunderbird.asu.edu | Website: <https://thunderbird.asu.edu/>



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—Financial Times 2024

Wednesday, September 10, 2025 at 22:34:54 China Standard Time

Subject: FW: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation
Date: Wednesday, September 10, 2025 at 8:13:47 AM China Standard Time
From: Teresa Wu
To: Lena Booth
CC: Sergio Quiros
Attachments: image002.png, Kual CM _ Programs View - Foundations of Cross-Cultural Leadership and Innovation.pdf

HI Lena,

We are supportive of this program and do not anticipate any negative impact on our existing programs.

Cheers,

Teresa

Teresa Wu
Vice Dean, Academic and Student Affairs
President's Professor, School of Computing and Augmented Intelligence
Director, ASU-Mayo Center for Innovative Imaging
Ira A. Fulton Schools of Engineering
Arizona State University

From: Lena Booth <Lena.Booth@thunderbird.asu.edu>
Sent: Tuesday, September 9, 2025 6:24 AM
To: Karen Schupp <Karen.Schupp@asu.edu>; Amanda Osman <Amanda.Osman@asu.edu>; James Collofello <JAMES.COLLOFELLO@asu.edu>; Miki Kittilson <Miki.Kittilson@asu.edu>; Althea Pergakis <Althea.Pergakis@asu.edu>; Julie Liss <JULIE.LISS@asu.edu>; Stephen Toth <Stephen.Toth@asu.edu>; James Corbeille <James.Corbeille@asu.edu>; Battinto Batts <Battinto.Batts@asu.edu>; Katherine Kenny <Katherine.Kenny@asu.edu>; Bradley Ryner <Bradley.Ryner@asu.edu>; Kate Eaton <kkarnos@asu.edu>; Ohad Kadan <Ohad.Kadan@asu.edu>; Tamara Herrera <Tamara.Herrera@asu.edu>; Aaron Hess <arhess@mainex1.asu.edu>; Carole Basile (Dean) <Carole.Basile@asu.edu>; Chris Hiryak <chris.hiryak@asu.edu>; Rachel La Vine <Rachel.Lavine@asu.edu>
Cc: Josh Allen <Joshallen@thunderbird.asu.edu>
Subject: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation

Dear colleagues:

Thunderbird is proposing a 3-course micro-certificate in Foundations of Cross-Cultural Leadership and Innovation. This certificate is offered primarily to students in China in **Mandarin**. The Quali Proposal is attached. Graduate College has asked that we obtained an impact statement from each of your colleges.

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- MLFC

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Thank you!

Lena

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Subject: Re: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation
Date: Thursday, September 11, 2025 at 8:07:39 AM China Standard Time
From: Karen Schupp
To: Lena Booth
CC: Amanda Osman

Dean Booth:

The Herberger Institute for Design and the Arts supports the development of the proposed graduate microcertificate in Foundations of Cross-Cultural Leadership and Innovation. We do not anticipate this microcertificate will impact or overlap with any of our current graduate offerings.

Sincerely,

Karen Schupp

Karen Schupp (she/her)
Associate Dean of Academic Programs and Curriculum
Herberger Institute for Design and the Arts
Arizona State University

Professor of Dance
School of Music, Dance and Theatre
Arizona State University

Senior Global Futures Scholar
Julie Ann Wrigley Global Futures Laboratory
Arizona State University

Editor-in-Chief
[Journal of Dance Education](#)

Want to meet? Schedule an appointment via [Outlook](#) or [Calendly](#).

On Sep 9, 2025, at 6:24AM, Lena Booth <Lena.Booth@thunderbird.asu.edu> wrote:

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Thank you!

Lena

Lena C. Booth, Ph.D. *deputy dean, Thunderbird Academic Enterprise and finance professor / **Thunderbird School of Global Management** | 401 N 1st St./ Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: lena.booth@thunderbird.asu.edu | Website: <https://thunderbird.asu.edu/>*

<image002.png>

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<Kuali CM _ Programs View - Foundations of Cross-Cultural Leadership and Innovation.pdf>

Subject: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation

Date: Tuesday, September 9, 2025 at 9:15:16 PM China Standard Time

From: Lena Booth

To: Karen Schupp, Amanda Osman, James Collofello, Miki Kittilson, Althea Pergakis, Julie Liss, Stephen Toth, James Corbeille, Battinto Batts, Katherine Kenny, Bradley Ryner, Kate Eaton, Ohad Kadan, Tamara Herrera, Aaron Hess, Carole Basile (Dean), Chris Hiriyak, Rachel La Vine

Attachments: image002.png

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Lena C. Booth, Ph.D. deputy dean, Thunderbird Academic Enterprise and finance professor / **Thunderbird School of Global Management** | 401 N 1st St. | Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: lena.booth@thunderbird.asu.edu | Website: <https://thunderbird.asu.edu/>



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Subject: Re: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation
Date: Tuesday, September 9, 2025 at 9:27:55 PM China Standard Time
From: Carole Basile (Dean)
To: Lena Booth
Attachments: image002.png

MLFC has no concerns with proposal. Good luck!

Carole G. Basile

Dean

Arizona State University

Mary Lou Fulton College for Teaching and Learning Innovation

[P.O. Box 871811, Tempe, AZ 85287-1811](#)

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

On Sep 9, 2025, at 6:24AM, Lena Booth <Lena.Booth@thunderbird.asu.edu> wrote:

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—Financial Times 2024

<Kuali CM _ Programs View - Foundations of Cross-Cultural Leadership and Innovation.pdf>

Thursday, September 11, 2025 at 11:11:21 China Standard Time

Subject: RE: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation
Date: Thursday, September 11, 2025 at 1:16:53 AM China Standard Time
From: Chris Hiryak
To: Lena Booth, Stephanie Alvey
CC: Cynthia Lietz
Attachments: image001.png

Thank you – Watts College is in support of this new program. If there is anything else you need, please let us know!

Chris

Chris Hiryak

Assistant Dean, Academic and Student Services
Watts College of Public Service and Community Solutions
Arizona State University
<http://publicservice.asu.edu>

From: Lena Booth <Lena.Booth@thunderbird.asu.edu>
Sent: Tuesday, September 9, 2025 6:24 AM
To: Karen Schupp <Karen.Schupp@asu.edu>; Amanda Osman <Amanda.Osman@asu.edu>; James Collofello <JAMES.COLLOFELLO@asu.edu>; Miki Kittilson <Miki.Kittilson@asu.edu>; Althea Pergakis <Althea.Pergakis@asu.edu>; Julie Liss <JULIE.LISS@asu.edu>; Stephen Toth <Stephen.Toth@asu.edu>; James Corbeille <James.Corbeille@asu.edu>; Battinto Batts <Battinto.Batts@asu.edu>; Katherine Kenny <Katherine.Kenny@asu.edu>; Bradley Ryner <Bradley.Ryner@asu.edu>; Kate Eaton <kkarnos@asu.edu>; Ohad Kadan <Ohad.Kadan@asu.edu>; Tamara Herrera <Tamara.Herrera@asu.edu>; Aaron Hess <arhess@mainex1.asu.edu>; Carole Basile (Dean) <Carole.Basile@asu.edu>; Chris Hiryak <chris.hiryak@asu.edu>; Rachel La Vine <Rachel.Lavine@asu.edu>
Cc: Josh Allen <Joshallen@thunderbird.asu.edu>
Subject: Request an Impact Statement - Micro-certificate in Foundations of Cross-Cultural Leadership and Innovation

Dear colleagues:

Thunderbird is proposing a 3-course micro-certificate in Foundations of Cross-Cultural Leadership and Innovation. This certificate is offered primarily to students in China in **Mandarin**. The Kuali Proposal is attached. Graduate College has asked that we obtained an impact statement from each of your colleges.

- CGF
- CHS

- Edson
- FSE
- Herberger
- New College
- The College
- Cronkite
- WPC
- Law
- CISA
- MLFC
- Watts
- STPH
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Please don't hesitate to reach out should you have any comments or questions. We appreciate receiving your letter of support no later than **Wednesday, September 17, 2025**.

Thank you!

Lena

***Lena C. Booth, Ph.D.** deputy dean, Thunderbird Academic Enterprise and finance professor /
Thunderbird School of Global Management | 401 N 1st St./ Phoenix, AZ 85004 | Phone: 602-496-7061
/ Email: lena.booth@thunderbird.asu.edu / Website: <https://thunderbird.asu.edu/>*



#1 in the world for international trade

—QS International Trade Rankings 2024

#2 in the U.S. for custom executive education

—Financial Times 2024