

So you want a career in general management...

For a successful career in general management, you must be prepared to take on a variety of roles and have a broad base of functional knowledge and leadership competency. Effective general managers must be adept strategic thinkers with strong financial planning skills and a comprehensive understanding of their enterprise, who can manage operations to deliver results. Moreover, they must be effective leaders, able to leverage strong interpersonal skills and communication expertise to foster collaboration across the enterprise. We recommend that students take courses from each of the categories listed below. Students may also want to take industry-specific courses listed in other career elective guides. For example, students interested in general management in the technology sector should consult courses under the “Product Management” category of the Tech Sector Elective Guide.

Functional Skills



Financial Analysis

General managers must make sound business decisions based on insightful financial analyses with a desire to be good stewards of enterprise resources. Core to that endeavor is the need for cost control, capital allocation, and performance measurement at various levels within an organization.

- 8013 Strategic Corporate Governance
- 8170 Managerial Finance
- 8190 Taxation and Management Decisions
- 8423 Corporate Financial Strategies
- 8465 Management Planning and Control Systems
- 8470 Corporate Financing
- 8625 Mergers and Acquisitions



Knowledge of the Broader Business Environment

Informed management decisions require an understanding of the broader environment in which your business operates. These courses and other GEM courses provide an understanding of the broader economic drivers of the business environment.

- 8023 China in the World Economy
- 8174 Managing International Trade and Investments
- 8280 Introduction to Business Law
- 8325 Markets, Government, and Society
- 8330 Business-Government Relations
- 8390 India in the World Economy
- 8759 Economics of Money and Banking



Managing Process and Operations

When you have profit and loss responsibility for a business unit, you are accountable for delivering results. These courses help you understand how to manage product development and innovation, craft the value proposition for the customer, and manage operations to deliver to the customer.

- 8024 Strategy Execution
- 8051 Digital Operations
- 8053 Sustainable Global Value Chains
- 8065 Managing Sustainability from the Inside Out
- 8067 Managing Innovation



Managing Process and Operations Cont.

- 8130 Prototyping and Product Development I
- 8170 Managerial Finance
- 8390 India in the World Economy
- 8465 Management Planning and Control Systems
- 8626 Global Economics of Water
- 8636 Digital Product Management



Strategy

General managers must chart a path forward for their organization, leveraging technology and disruptive forces to create new ways of delivering value to stakeholders. These courses craft your strategic thinking and prepare you to lead in the modern economy.

- 7994 Strategic Analysis and Consulting
- 8013 Strategic Corporate Governance
- 8033 Digital Marketing
- 8171 International Corporate Finance
- 8190 Taxation and Management Decisions
- 8285 Corporate Strategy
- 8330 Business-Government Relations
- 8481 Global Industry Economics
- 8496 Data Science in Business
- 8535 Growth and Business in Emerging Markets
- 8758 Strategy in the Digital Age
- 8800 Operations Strategy

Interpersonal Skills



Communication

The best solutions are useless if they aren't shared with stakeholders in compelling ways. You must ensure your message is received and embraced by other individuals, teams, clients, and corporate and government entities.

- 7600 Data Visualization and Analytics
- 7605 Strategic Communication
- 8125 Storytelling with Data
- 8320 Leadership Communication During Times of Disruption and Transformation
- 8395 Communicating Financial and Sustainability Performance
- 8930 Negotiations



Creativity and Problem Solving

Being original is not a luxury in a globally diverse, hyper-competitive marketplace. You must be able to see—and help others see—problems as novel opportunities upon which they can capitalize. These courses help you foster creative environments and generate innovative outputs.

- 7618 Effectual Entrepreneurship
- 8067 Managing Innovation
- 8130 Prototyping and Product Development I
- 8476 Collaboration Lab
- 8535 Growth and Business in Emerging Markets
- 8621 Project Management



Leadership

Effective general managers are skilled leaders who leverage the talent of their people to create results. To be an effective leader, you must develop, empower, and inspire your people to perform at the highest level and with the greatest degree of integrity possible.

- 7619 Paths to Power
- 8015 Behavioral Decision Making



Leadership Cont.

- 8019 Defining Moments
- 8155 Talent Management
- 8274 Leadership When it Really Counts
- 8308 Leadership Learning Lab
- 8400 General Managers Taking Action
- 8412 People, Purpose, & the Power of Relationships
- 8429 Managing Conflict & Leveraging Consensus
- 8498 Creating and Advancing Big Ideas
- 8500Z Character Traits and Success
- 8619 Leading Teams
- 8634 Interviewing Experiential Field-Based Elective: Identifying Top Talent
- 8635 Interviewing Experiential Field-Based Elective: Identifying Top Talent Part II
- 8706 Leadership, Diversity and Leveraging Difference
- 8707 Leadership Coaching

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