

# So you want to work in the tech sector...

The tech sector is a broad term that applies to e-commerce, software, online transactions, the Internet of Things, cloud computing, digital devices and more. In addition to the companies typically thought of as part of the tech sector (Amazon, Google, Apple etc.), increasingly every industry has tech players and every company has a tech dimension. The number of Darden graduates entering the tech industry or tech-savvy companies continues to grow.

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## Functional Skills

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### Tech Literacy

Regardless of role, Darden students are expected to enter companies with a working level of literacy in technology. Certain concepts—such as design thinking, agile development, and product-market fit—are widespread in the tech world. The following electives include substantial components of tech literacy.

- 7500 Innovation, Design, and Entrepreneurship in Action (IDEA)
- 7600 Data Visualization and Analytics
- 8033 Digital Marketing
- 8059 FinTech
- 8130 Prototyping and Product Development I
- 8466 Emerging Topics in Technology & Operations Management
- 8633 Coding with GPT
- 8636 Digital Product Management
- 8757 Pricing Analytics

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## Common Roles and Functions

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### Product Management

Product managers collaborate constantly with both engineering and marketing for their product roadmap. They gather customer insights, develop use cases and define the strategy and features for release. Similar to PM's, Program or Project Managers work with stakeholders to deliver solutions. Depending on the company, these roles are more or less technical, but most of them require working with technicians (such as software engineers). The following courses can directly improve your ability to interact successfully with these people.

- 7600 Data Visualization and Analytics
- 8130 Prototyping and Product Development I
- 8496 Data Science in Business
- 8621 Project Management
- 8632 Software Design
- 8633 Coding with GPT
- 8636 Digital Product Management
- 8640 Digital Capstone†



### Functional Area Roles

When graduating Darden, you might find yourself in a functional area role working closely with engineering or product management. These courses are recommended to increase the technical acumen while in those functional roles.

#### **Finance**

- 8059 FinTech
- 8444 Investments†
- 8453 Entrepreneurial Finance and Private Equity†



## Functional Area Roles Cont.

### **Marketing**

- 8033 Digital Marketing
- 8464 Hot Topics in Marketing
- 8757 Pricing Analytics

### **Operations**

- 8051 Digital Operations
- 8466 Emerging Topics in Technology & Operations Management

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## Interpersonal Skills

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While for the most part effective interpersonal skills do not differ significantly for the tech sector as opposed to the non-tech sector, some courses might be of particular relevance for those entering the tech sector.



### **Communication Skills**

- 7600 Data Visualization and Analytics
- 8125 Storytelling with Data
- 8320 Leadership Communication During Times of Disruption and Transformation
- 8632 Software Design\*
- 8633 Coding with GPT\*
- 8636 Digital Product Management\*



### **Collaboration and Teamwork**

- 8155 Talent Management
- 8412 People, Purpose, & the Power of Relationships
- 8476 Collaboration Lab
- 8498 Creating and Advancing Big Ideas
- 8619 Leading Teams
- 8640 Digital Capstone†
- 8706 Leadership, Diversity and Leveraging Difference

\* These courses provide experience communicating with a specific audience, namely software engineers and other data scientists.

† These courses have prerequisite requirements.

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