WHAT WE MEAN WHEN WE SAY, “Darden”
CREATE VALUE.
Opinions change.
Economies shift.
Rankings rank.

What’s Darden’s strongest advantage in the midst of rapid change? Understanding the world’s current and future expectations of responsible business and leadership.

For short, we call it **Why**.

Starting with our **Degree Programs**, the Darden approach sets personal purpose in motion, preserving its momentum through a suite of **Executive Education** offerings designed to stimulate later-career advancement inspired by the **Thought Leadership** of our faculty, research centers and initiatives.
At Darden, every student is encouraged to pursue their why — their personal challenge — to develop the modern leader within.

Here, ambition and collaboration catalyze each other, and business and purpose belong in the same sentence.
THE ENDLESS PURSUIT OF WHY

is wound into the DNA of the University of Virginia, founded in 1819 by Thomas Jefferson, third president of the United States and author of the Declaration of Independence. Since the Darden School’s establishment in 1955, it has drawn its core values from UVA, which is consistently named one of the top public universities in the nation.

WE SEEK TO IMPROVE THE WORLD BY DEVELOPING RESPONSIBLE LEADERS.

With a diversity of degree and non-degree programs, bolstered by faculty research and ideas, Darden has forged its international reach and reputation from a place of purpose.

“At Darden, we look at not just ROI, but R-O-WHY. Why are you doing what you are doing? Mission matters — and leaders powered by purpose will deliver meaningful impact and the best business results.”

Scott Beardsley
DEAN AND CHARLES C. ABBOTT PROFESSOR OF BUSINESS ADMINISTRATION
AT DARDEN, WE ARE GUIDED BY A PILLARED PHILOSOPHY THAT MODELS OUR APPROACH.
WE CALL THEM OUR FIVE PILLARS OF DIFFERENTIATION.

They’re our distinguishing factors. The foundations of an educational experience unique to Darden and Darden alone.

No. 1 Spontaneous yet deliberate learning experience that promotes the development of an influential voice and fosters confidence in the face of uncertainty.

No. 2 Concentrated and purposeful intensity of experience that simulates the performance pressures of modern, global business.

No. 3 High intellectual and emotional engagement that creates a culture of mutual respect and positive intent.

No. 4 Commitment to immediacy and proximity to business practice.

No. 5 Dedication to leading lives of honor and purpose.
Ranked the world’s best business education experience year after year (after year after year), the Darden full-time MBA graduates future-ready leaders who leverage a purpose-driven education into professional advancement.
The First Year of a Darden MBA doesn’t just prepare students for the Second Year of a Darden MBA.

Students dive head-first into a rigorous core curriculum, immersed in a case-based learning experience that facilitates learning by doing.

**CORE COURSES**
- Management Communication
- Global Economies and Markets
- Financial Management and Policies
- Accounting for Managers
- Marketing
- Operations Management
- Leading Organizations
- Decision Analysis
- Business Ethics
- Strategic Thinking and Action

**The Second Year? Same exact experience, just completely different.**

Now’s the moment to align expertise with purpose. Elective courses also follow a case-method approach, prepping graduates for the true pace of business — not its nearest simulation.

**ELECTIVE AREAS**
- Accounting
- Consulting
- Entrepreneurship, Innovation and Strategy
- Ethics
- Finance
- Global Economies and Markets
- Leadership and Organizational Behavior
- Management Communication
- Marketing
- Operations
- Quantitative Analysis
- Sustainability

**Apply now. Start later.**

The Future Year Scholars Program offers deferred enrollment to exceptional college seniors, providing the option to start an MBA in two, three or four years after graduation.

**Advance a passion. Advance a position.**

Amazon, Goldman Sachs, Microsoft, McKinsey & Co. — those are a few of the names you’ll see on recent Darden grad resumes.

Be a part of something.

Each semester, First Years and Second Years collaborate to advance their purpose under the banners of numerous clubs and organizations. The Darden Capital Management club is one of many, managing more than $15 million in assets across five endowed funds.
A CAREER’S WORTH OF WHY.

From Day One, the Darden Executive MBA and Global Executive MBA formats inspire leaders from an inspiring premise: Responsible business is your responsibility.

Flexible in format, rigid in purpose.

Our executive formats give students the choice to study in Charlottesville or the Washington, D.C., area with at least one international residency.

CORE COURSES

• Accounting for Managers
• Business Ethics
• Decision Analysis
• Financial Management and Policies
• Global Economies and Markets
• Leading Organizations
• Management Communication
• Marketing
• Operations Management
• Strategic Thinking and Action

ELECTIVE AREAS

• Starting New Ventures
• Leadership Coaching
• Leading Strategic Change
• Mergers and Acquisitions
• Creativity and Design Thinking
• Entrepreneurial Finance
• Entrepreneurial Thinking
• Strategy of Service Operations
• Strategy Execution
• Competitive Dynamics
• Excelling at Innovation & Leading Innovation Teams
• Pricing
• Marketing Analytics

Purpose travels well.

For executive format students, Darden offers four global residencies that translate a meaning-driven curriculum across borders.

21 months to graduate. Days to see ROI.

Darden executive formats advance careers in real time, instilling hard and soft skills to benefit both your today and tomorrow. Upon admission, students gain access to a network of 15,000 Darden alumni in 90 countries across the world.
SOME DEGREES ADD VALUE. OTHERS MULTIPLY.

Delivered in partnership with the UVA McIntire School of Commerce, the UVA M.S. in Business Analytics is a yearlong program that instills the foundations of statistical analysis while fostering leadership in an emerging field through case-based instruction.

What students get.

A highly integrated curriculum comprised of six modules:

- Business Analytics
- Descriptive Analytics
- Predictive Analytics & Machine Learning
- Big Data Analytics & Artificial Intelligence
- Business Ethics in the Digital Age
- Corporate-Sponsored Analytic Challenge

How they get it.

12 MONTHS

2 FOUR-DAY RESIDENCIES IN CHARLOTTESVILLE

7 TWO-DAY WEEKENDS AT OUR D.C. AREA GROUNDS

Casey Lichtendahl, Eleanor F. and Phillip G. Rust Professor of Business Administration
The UVA Darden Sands Family Grounds

VALUES LEAN
A CLOSER LOOK AT DARDEN IN THE WASHINGTON, D.C., AREA

GEARED FOR DEGREE PROGRAMS AND EXECUTIVE EDUCATION (WITH SPACE FOR CORPORATE EVENTS)

5,000 SQ FT OF SPACE ON THE ROOFTOP TERRACE

Two multi-tiered CLASSROOMS

5,000 SQ FT

The UVA Darden Sands Family Grounds in Rosslyn, Virginia, bring the best of Darden to the Capital Region.

40,000 SQ FT OF MODERN LEARNING SPACE

A PRESIDENTIAL VIEW OF THE WASHINGTON MONUMENT AND LINCOLN MEMORIAL

PLUS, ONLY 15,840 FT FROM THE JEFFERSON MEMORIAL. HOME SWEET HOME AWAY FROM HOME.
SUSTAINABLY SPACIOUS
A LEED-EB GOLD CERTIFIED FACILITY

EXECUTIVE MBA
EXECUTIVE EDUCATION
DARDEN RESEARCH CENTER EVENTS
MASTER OF SCIENCE IN BUSINESS ANALYTICS

2,000+
DARDEN ALUMNI IN THE WASHINGTON, D.C., AREA (THE NETWORK’S LARGEST BASE)

“WASHINGTON IS A CITY OF IDEAS. I AM EXCITED TO BE A PART OF THAT AND TO ENCourage OTHER UVA FACULTY MEMBERS AND STUDENTS TO THINK ABOUT HOW THEY CAN BRING THEIR WORK TO THE NATION’S CAPITAL.”

Professor Greg Fairchild
ASSOCIATE DEAN, WASHINGTON, D.C., AREA INITIATIVES

“WE BELIEVE DARDEN IS POISED TO BE AN INFLUENTIAL AND POSITIVE FORCE AT THE INTERSECTION OF BUSINESS, PUBLIC POLICY AND LEADERSHIP”

Frank Sands Jr.
MBA ’94

LEARN FROM THE BEST
EXPLORE D.C. AREA CONFERENCES AND EVENTS AT DARDEN.VIRGINIA.EDU/DC

BOTH WAYS.
TIME TO REVIEW YOUR OUTCOME STATEMENT.

Myriad channels. Multiple paths to purpose. Darden Executive Education influences organizations and leaders through development experiences that activate change and drive growth.

Custom Solutions

Where a single program can’t shape an entire organization, a learning journey can. Darden custom solutions are designed to turn high performers into higher performers. Here’s how it works:

**Stage 1**

Executives identify their core leadership group, assembling both new and experienced managers with a mind to push their organizations forward.

**Stage 2**

We build a leadership development curriculum custom-fit to the industry, goals and collective personality of every group.

**Stage 3**

Together, leaders refine their skills to improve operations, expand capabilities, overcome challenges and innovate.
Open Programs

Designed for leadership teams and individual learners, our open programs allow you to build on existing experience while testing and applying new insights directly, to take your career and organization to the next level.

ON GROUNDS

Whether you learn in Charlottesville or the Washington, D.C., area, your Darden experience will help you to zero-in on your personal development as a leader, expand your management competencies and broaden your global perspective to help cultivate a broad set of skills. Our 2-day to 4-week programs allow you to explore a wide range of interests from leadership and management to innovation and strategy.

ONLINE

Wherever you go, Darden follows. The world’s best education experience allows working professionals to sharpen their comprehension online, highlighted by a design thinking and innovation curriculum that covers the most pressing talking points in every board room.

The Executive Program

The Executive Program (TEP) at the Darden School of Business seeks to place experienced executives amid others, unraveling individual solutions to universal challenges and elevating leaders above their titles. But TEP, an advanced management program, doesn’t just hand leaders a new perspective. They work for it. Collaborate for it. Even laugh for it. And they’re better for it.

Our immersive program is designed around three pillars of strategic leadership:

PILLAR 1

Thinking strategically to develop a vision for each organization’s future.

PILLAR 2

Leading strategically to invite, include and inspire teams to turn their vision into reality.

PILLAR 3

Influencing strategically to nurture sustainable cultures that build lasting results.

Darden Executive Education has attracted learners from more than half of the Fortune 100 companies over the past four years, yielding both intimate knowledge and broad perspectives of corporate and leadership challenges.
“Every day is different.”

Sure. We’ve all heard that before.

But the truth is, there are no repeats at Darden.

No lectures.
No recitations, either.

Our rigor, community and purpose-driven education are all ours alone, supported by a case-method approach that preps future-ready students.
Routinely recognized as the best in the world, the Darden faculty teaches to the student’s benefit and researches for the world’s. Scholars, entrepreneurs, psychologists, bankers, accountants, pragmatists, theorists, leaders, dissenters, thinkers — and above all — doers converge to create an unparalleled education experience.

Saras Sarasvathy
ENTREPRENEURSHIP
Leading thinker in the field, coined the term “effectuation” to describe the decision-making principles used by successful entrepreneurs.

Martin Davidson
LEADERSHIP AND ORGANIZATIONAL BEHAVIOR
Renowned for evolving how executives approach inclusion and diversity in their organizations.
Our Centers of Excellence

BATTEN INSTITUTE FOR ENTREPRENEURSHIP AND INNOVATION
Empowers innovation-driven, entrepreneurial leaders who improve the world.

RICHARD A. MAYO CENTER FOR ASSET MANAGEMENT
Advances the study and practice of asset management through research, education and career development.

DARDEN CENTER FOR GLOBAL INITIATIVES
Strengthens and expands Darden’s global community, in Charlottesville and around the world.

THE INSTITUTE FOR BUSINESS IN SOCIETY
World-class catalyst and convener of thought leadership and multidisciplinary research, developing leaders who positively impact society through business.

THE OLSSON CENTER FOR APPLIED ETHICS
Serves as a critical resource for integrating ethical thinking into business decision-making.

THE BEHAVIORAL RESEARCH AT DARDEN (BRAD) LAB
Promotes impactful interdisciplinary behavioral research at Darden and across UVA Grounds.

To learn more, go to:
darden.virginia.edu/faculty-research/centers

Ethical business is booming.
As one of the first business schools to require an ethics course in the curriculum, business ethics has been integral to Darden’s identity for over half a century. Our pioneering business ethics faculty and research, and longstanding student-led Honor Code, contribute to Darden’s renowned standard of responsible leadership.

On my honor as a student, I have neither given nor received aid on this assignment or exam.
WHY CHARLOTTESVILLE?

The Greatest Outdoors
THE FOOT OF THE BLUE RIDGE MOUNTAINS
THE ENTRYWAY TO SHENANDOAH NATIONAL PARK
THE MIDPOINT(-ISH) OF THE APPALACHIAN TRAIL

The Vibrant Downtown Mall
8 blocks of bliss
HOME TO: 64+ SHOPS  30+ RESTAURANTS  10+ GALLERIES

Founded in 1762
Population 48,000+
U.S. CENSUS BUREAU
38°1’48”N  78°28’44”W

Best Place to Live in the USA
CITIES RANKED & RATED

NAMED THE
Happiest City in America
BY THE NATIONAL BUREAU OF ECONOMIC RESEARCH
#1 Most Beautiful College Campus in America

**BEST COLLEGE REVIEWS**

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Have we mentioned our historic location?

**VISIT MONTICELLO**

**MARVEL AT THE ROTUNDA IN THE ACADEMICAL VILLAGE**

(A UNESCO WORLD HERITAGE SITE)

**ENJOY ALL OF UVA**

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The East Coast’s Premier Wine Country

- EARLY MOUNTAIN VINEYARDS
- KING FAMILY VINEYARDS
- PIPPIN HILL FARM AND VINEYARDS
- VERITAS VINEYARD & WINERY
- SHALL WE GO ON?

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Charlottesville to D.C. 2½ Hours

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500,000+ YEARLY TOURIST VISITS

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Best Town in the USA for Food Lovers

**RAND MCNALLY**
MANY OF THE WORLD’S LARGEST ECONOMIES ARE NOT COUNTRIES, BUT COMPANIES.

We know. Startling.

This fact alone has shifted the role of business so dramatically that the role of a business school has followed in its wake. Or as we’d contend, the exact other way around. We offer students the opportunity to lead by purpose, creating genuine value that weighs consequence over results and transforms the intent of business.

Put your why to work. Come to Darden.
University of Virginia Darden School of Business
P.O. Box 6550
Charlottesville, Virginia 22906-6550 USA
+1-434-924-3900
darden.virginia.edu

MBA Admissions
+1-800-882-6221 or +1-434-924-7281
Darden@virginia.edu

Executive MBA Formats
+1-434-243-3622
ExecMBA@darden.virginia.edu

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+1-434-924-3000
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msba@virginia.edu
THE GROWTH ENGINE OF ASIA
SHANGHAI, CHINA

THE INNOVATION OF THE VALLEY
SAN FRANCISCO, CALIFORNIA

THE CONNECTIVITY OF THE CAPITAL
WASHINGTON, D.C., AREA

THE KNOWLEDGE CENTER OF UVA
CHARLOTTESVILLE, VIRGINIA