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, Microsoft, Alibaba, 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.

Functional Skills

Tech Literacy

Regardless of role, tech firms and tech-oriented positions expect a working level of technical literacy. 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 or specific skill sets the tech sector values.

- 7500 Innovation, Design and Entrepreneurship in Action (IDEA) *(FY-Q4)*
- 7600 Data Visualization and Analytics *(FY-Q4, Q1)*
- 8033 Digital Marketing *(Q1)*
- 8632 Software Design *(Q1)*
- 8636 Digital Product Management *(Q1)*
- 8130 Prototyping and Product Development I *(Q2)*
- 8496 Data Science in Business *(Q2)*
- 8633 Software Development *(J TERM)*
- 8757 Pricing Analytics *(Q3)*
- 8055 Analytics for Experiments, Forecasts and Growth *(Q3)*
- 8640 Digital Capstone[†] *(Q3)*
- 8459 Innovation and Design Experience (3 cr.) *(Q3, Q4)*
- 8180 Hot Topics in Analytics *(Q4)*
- 8763 Gales of Creative Destruction *(Q4)*

Common Roles and Functions

Product Management

Product managers collaborate with engineering on a product's road map. They gather customer insights, develop use cases and define 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 *(FY-Q4, Q1)*
- 8632 Software Design *(Q1)*
- 8636 Digital Product Management *(Q1)*
- 8130 Prototyping and Product Development I *(Q2)*
- 8496 Data Science in Business *(Q2)*
- 8621 Project Management *(Q2)*
- 8633 Software Development *(J TERM)*
- 8055 Analytics for Experiments, Forecasts and Growth *(Q3)*
- 8640 Digital Capstone[†] *(Q3)*

Functional Area Roles

For the most part, preparation for functional area roles in the tech sector overlap that for other industries. However, some functional-area courses are relatively more valuable for those entering the tech sector (or tech-oriented organizations).

Marketing
8033 Digital Marketing *(Q1)*
8757 Pricing Analytics *(Q3)*
8464 Hot Topics in Marketing *(Q4)*

Sales Management
8500 Building and Leading a Professional Sales Force *(Q1)*

Finance
8453 Entrepreneurial Finance and Private Equity[†] *(Q1, Q2)*
8444 Investments[†] *(Q2)*
8059 Foundations and Applications of FinTech *(Q2)*
8445 Quantitative Portfolio Analysis *(Q3)*

Operations
8050 Digital Operations *(Q3)*
8466 Emerging Topics in Technology and Operations Management *(Q4)*

Interpersonal Skills

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 *(FY-Q4,Q1)*
8636 Digital Product Management* *(Q1)*
8632 Software Design* *(Q1)*
8125 Storytelling with Data *(Q2)*
8633 Software Development* *(J TERM)*
8320 Leadership Communication During Times of Disruption and Innovation *(Q3)*

Collaboration and Teamwork
8439 Leadership and Cultures of Trust & Innovation *(J TERM)*
8640 Digital Capstone[†] *(Q3)*
8476 Collaboration Lab *(Q4)*

Creativity and Problem Solving
7500 Innovation, Design and Entrepreneurship in Action *(FY-Q4)*
8459 Innovation and Design Experience (3 cr.) *(Q3, Q4)*
8989 Critical and Creative Thinking in Business *(Q4)*

* These courses provide experience communicating with a specific audience, namely software engineers and other data scientists.
[†] These courses have prerequisite requirements.