

careers in

# general management



what is

# general management?

A general manager focuses on the strategic decisions that influence a company's business and the broad set of stakeholders that have a vested interest in the firm's success. A corporation's general management or executive team sets the firm's strategy by deciding which products the firm will produce, which markets the company will pursue, and how new investments will be financed.

**“We try to understand what kind of competencies you need from your leaders in order to create and sustain a positive workplace for everyone.”**

— Professor Emilio J. Castilla



David C. Schmittlein, John C. Head III, Dean of MIT Sloan School of Management shows appreciation to Louis V. Gerstner, Jr., Former Chairman of the Board & CEO of IBM for being part of the Dean's Innovative Leader Series.

## Inside the Classroom

### Management and Leadership

- 15.012 Applied Macro- and International Economics
- 15.071 Decision Technologies for Managers
- 15.269 Literature, Ethics and Authority
- 15.281 Advanced Managerial Communication
- 15.318 Leadership and Change in Organizations
- 15.394 Designing and Leading the Entrepreneurial Organization
- 15.398 Corporations at the Crossroads: The CEO Perspective
- 15.387 Technology Sales and Sales Management
- 15.401 Finance Theory I
- 15.561 Information Technology Essentials
- 15.569 Organizations as Enacted Systems: Learning, Knowing, and Change
- 15.615 Basic Business Law for the Entrepreneur and Manager
- 15.660 Strategic Human Resource Management
- 15.665 Power and Negotiation
- 15.667 Negotiation and Conflict Management
- 15.760 Introduction to Operations Management
- 15.810 Marketing Management
- 15.900 Strategic Management



### General Management: Making International Connections

**David Znaty, SF '79** is Chairman of the Board at Ingenico, the world's leader in financial transaction systems. David Znaty has played leading roles in some of the world's largest companies. Now, as chairman of the MIT Club of France, he leads in a different way: he has worked to foster

a place for European alumni to enjoy the same kind of intellectual and cultural vibrancy for which MIT is known. The club boasts over 1200 members and meets frequently to welcome prominent professors, political and scientific leaders and artists to exchange ideas and knowledge.



**John W. Thompson, SF '83** is Chairman of the Board of Directors and Chief Executive Officer of Symantec Corporation. Under Thompson's leadership, Symantec has grown from a small consumer software publisher to the market leader for security and availability solutions to help customers manage their rapidly growing digital assets.

In September 2002, President George W. Bush appointed Thompson to the National Infrastructure Advisory Committee (NIAC) to make recommendations regarding the security of the critical infrastructure of the United States.



Active clubs that focus on various industries include Bio-Tech, Real Estate, Transportation, Retail, Media and Technology. Some clubs are cross-industry including the Marketing Club, the Finance Club and the General Management Club.

### A sample of recent speakers:

- Marilyn Carlson Nelson**, CEO, Carlson Companies
- George David**, Chairman & CEO, United Technologies Corporation
- Carly Fiorina, SF'89**, Former President & CEO, Hewlett-Packard
- Bruce Gordon, SF'88**, Former President & CEO, NAACP
- Louis V. Gerstner**, Former Chairman of the Board & CEO, IBM
- Ellen J. Kullman**, Executive Vice President, DuPont
- Mike Lazaridis**, President & Co-CEO, Research in Motion
- Ann Mulcahy**, Chairman & CEO, Xerox
- Indra Nooyi**, President & CFO, PepsiCo., Inc.
- Daniel Vasella**, Chairman & CEO, Novartis
- G. Richard Wagoner, Jr.**, CEO, General Motors
- Jack Welch**, Former CEO, General Electric

### General Management Careers

Firms hire MBA graduates into "rotational programs," which are designed to cultivate future company leaders by exposing them to a variety of different areas within an organization. A sample of recent recruiters for general management rotational programs includes:

- > AT&T
- > Avaya
- > Blinds-To-Go
- > GE
- > Genzyme
- > IBM Global Financing
- > Johnson & Johnson
- > Lucent Technologies
- > Liberty Mutual
- > Mass Mutual
- > Raytheon
- > Reebok



"I was only the second or third MBA hired...and it was basically a holding company of 60 or 70 businesses that needed to be rationalized. So I rode this fabulous wave of consolidation and professionalizing of the management team until, by the end, I ran a group of nearly 200 people. It was global. My responsibilities and my staff spanned the U.S., India and Europe...I love building organizations."

— Rebecca Schechter, MBA '96 currently  
Senior VP of Product Development and  
Strategy at State Street Global Markets



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