

The Commercial Business Environment – A Primer for U.S. Army Managers

Program Length: 12 days (2-weeks)

Location: Darden School of Business, University of Virginia, Charlottesville, Virginia

Course Description:

How will you reinvent your organization to succeed in a rapidly changing future? You know the need to change or have been directed to implement new policies, but where do you find the strategies for driving change? In this program, you will examine the drivers of change that transform the business environment and reinforce business financial concepts for the government employee. The course focuses on transforming government activities buffeted by change, into one that is driving change with these considerations:

- The competitive, environmental, and organizational changes that influence business strategies
- The shift to a global commercial business context
- Different perspectives on organizations and how they change
- Critical business knowledge in key functional areas
- New realities - intense competition, increased cooperation, and blurred industry boundaries
- Leading change effectively

The emphasis is on applying business practices to the government sector to respond to and shape the changing government business environment. Participants compete against one another in a bidding game that requires them to use both competitive analysis and functional skills in running a commercial business. Topics covered include financial management, leading change, global economics, strategic thinking, manufacturing, ethical decision-making, strategic sourcing overview, negotiations and sustainability.

Participants: The course is designed for successful DoD managers and acquisition specialists interested in gaining the commercial business and change management skills to be effective leaders in an excellence-driven government. The recommended participant is a manager or acquisition professional in the grade of GS-13 or higher, or a contracting officer/senior contract specialist/project manager (GS-12 or above) responsible for significant acquisitions or projects.

Continuing Education Credits: 8 Continuing Education Units (CEU's) and 56 Continuing Professional Education (CPE's) credits are awarded by UVA for program completion. The course counts toward two of the four weeks required for a Darden Certificate of Management.