

## HARVARD BUSINESS SCHOOL GENERAL MANAGEMENT PROGRAM

The General Management Program (GMP) is a Harvard Business School Executive Education program developed to prepare executives for recently acquired or expanded general management roles. This general management program is the result of the merger of two general management programs, the Program for Management Development (PMD) and The General Manager Program (TGMP). In one comprehensive program, GMP teaches managers what could otherwise take years of experience to attain. Through its comprehensive curriculum and intense interaction among Harvard Business School faculty and select peers from around the world, the program actively engages participants in a dynamic learning experience that far exceeds even the best on-the-job training.

### Who Should Attend

Designed for executives with recently acquired or significantly expanded general management responsibilities and for senior functional managers who need a broader perspective on company operations, or who will soon become business-unit, division, or regional leaders.

### Program Highlights

- Integrated approach to the general manager's demanding job, weaving key components around two basic challenges: diagnosis and action.
- The first part of the program focuses on the mastery of diagnostic tools and frameworks for assessing the current business situation, challenges, and opportunities including economic, strategic, competitive direction, and capabilities of the business;
- The second part of the program focuses on action, execution, and leadership; and
- To the extent that dramatic change is needed, the program develops skills and strategies to manage people and organizations through turbulent times, particularly with regard to threats created by changing technology and globalization.

**Offerings:** 16 weeks, with both on- and off-campus modules; two sessions per year (Spring and Fall).

**Contact:** Dobbin Bookman  
Director, Corporate Relations  
Harvard Business School  
Executive Education  
Teele Hall 311  
Soldiers Field  
Boston, MA 02163 USA  
<http://www.exed.hbs.edu/programs/gmp/>

**Telephone:** 617.496.5999  
**Fax:** 617-495-4781  
**E-mail:** [dbookman@hbs.edu](mailto:dbookman@hbs.edu)

**Program Dates:** **January-April 2011:** January 18–February 12, 2011 — Module 1 (Off-Campus); February 13–March 11, 2011 — Module 2 (On-Campus); March 12–April 9, 2011 — Module 3 (Off-Campus); April 10–29, 2011 — Module 4 (On-Campus); Post Program — Module 5 (Off-Campus); **August-November 2011:** **August 1–September 4, 2011:** Module 1 (Off-Campus); September 5–30, 2011 — Module 2 (On-Campus); October 1–29, 2011 — Module 3 (Off-Campus); October 30–November 18, 2011 — Module 4 (On Campus); Post Program — Module 5 (Off-Campus)

**Cost:** \$56,000: January-April 2011; \$58,000: August-November 2011

Includes tuition, books, case materials, lodging, and most meals (except for 11 dinners), during the on-campus modules. Course starts in afternoon with registration so participants should be able to travel in the AM.

**Application Deadline:** One-month prior to start of program.