ACCELERATING DIGITAL TRANSFORMATION WITH ALGORITHMIC BUSINESS THINKING

WHEN

APR 10 – MAY 29, 2024 (SELF-PACED ONLINE) ($2,900)
SEP 25 – NOV 13, 2024 (SELF-PACED ONLINE) ($2,900)
OCT 7 – 8, 2024 (IN PERSON) ($4,500)

PRICE

$2,900-$4,500

WHERE

Self-Paced Online or Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Digital Business

Digital transformation marks a radical rethinking of how technology, people, and processes combine to create and deliver value. This exciting new course introduces the concept of Algorithmic Business Thinking as a toolkit, mindset and digital language for uniting and augmenting your human and digital capabilities that helps you discover and uncover new opportunities throughout your digital transformation journey.

To successfully and sustainably drive digital transformation, we need to upgrade the way we think about, talk about, and act upon technology in our companies. Leaders need a toolkit for combining human capabilities and advanced technologies to create solutions that are more than the sum of their parts.

This course brings together insights from a team of world-renowned MIT Faculty. It also provides participants with access to our always open 4Dx virtual environment for office hours with the Faculty Director and for networking opportunities with other learners.

Please visit our website for the most current information.

executive.mit.edu/abt

MIT MANAGEMENT EXECUTIVE EDUCATION
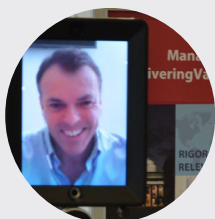
Paul McDonough-Smith
Faculty Director

Deborah Ancona
Erik Brynjolfsson
Aurelie H. Jean
Thomas Kochan
Thomas W. Malone

TAKEAWAYS

As a participant in this program, you will better understand:

- How to recalibrate your human and machine relationship to fit the realities of your teams and company

- The human-centered capabilities essential to digital transformation—and how to leverage machines to augment those capabilities

- How to apply key principles of computer science to a broad range of complex business problems

You will also benefit from:

- Practical examples of algorithmic business thinking in practice and their implications

- Opportunities to practice reading, writing and improving algorithms with our hands-on activities (no programming experience required)

- Introduction to a new Digital Language that you can speak across your company in all roles and levels

WHO SHOULD ATTEND

- Managers who need to act as translators between computer science and business value in their organization
- Business leaders seeking a deeper understanding of the digital marketing ecosystem
- Those responsible for or participating in the design and delivery of AI and other transformative technology initiatives in their organization
- CLO, CHRO, and senior HR leaders and managers responsible for people strategies in their organization.
- Anyone looking to support their organization's digital transformation

    No familiarity with coding required

"This program is about providing you with insights, tools and frameworks to understand how your technical colleagues are thinking and speaking. Together, we'll pull back the curtain on AI and other transformative technologies to show you how they're built, how they work and how you can use them in your business. We'll share our lessons learned - what do do, and what not to do, to make these technologies work for you and your teams."

- Paul McDonagh-Smith, Digital Capability Leader, MIT Sloan Executive Education

CONTACT INFORMATION

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