

# BUSINESS IMPLICATIONS OF EXTENDED REALITY (XR): HARNESSING THE VALUE OF AR, VR, METAVERSE, AND MORE



## WHEN

Mar 13–15, 2024 Live Online  
May 20–22, 2024 Live Online  
Aug 1–2, 2024 In Person

## PRICE

\$4,700

## WHERE

Live Online or Cambridge, MA

## EXECUTIVE CERTIFICATE TRACK

Digital Business

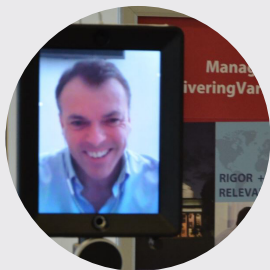
New technologies and digital experiences are reshaping business as we speak—from applications of artificial intelligence in preoperative and intraoperative planning and robotic surgery to immersive work training using virtual reality to remote meetings and productivity spaces in the metaverse. This course provides a practical, immersive, hands-on introduction to the extended reality (XR) and metaverse technologies as they apply to organizations seeking to drive and sustain new value from these advancements and digital experiences. As a participant in this course, you will learn key business implications and applications of augmented reality (AR), virtual reality (VR), mixed reality, metaverse, virtual world, filter, 360 video, and other XR technology family members. World-renown faculty, guest speakers, and industry leaders will present their latest research and insights on topics as relevant and wide ranging as human and machine teamwork, social media, Web 3.0, NFTs, game theory, blockchain, and more. Content will also include conversations on the human, strategic, design (user experience), and ethical considerations of this technology as applied to business goals.

Please visit our website for the most current information.

[executive.mit.edu/xr](https://executive.mit.edu/xr)

**MIT**  
**MANAGEMENT**  
EXECUTIVE EDUCATION

## FACULTY\*



Paul McDonagh-Smith

\*Please note, faculty may be subject to change.

## TAKEAWAYS

You will better understand:

- Definition of metaverse, augmented reality (AR), virtual reality (VR), mixed reality (MR), and other members of the extended reality (XR) family of digital reality technologies available to our organizations today.
- Proven applications of key XR and metaverse principles to real world business opportunities and challenges.
- Analysis frameworks to select which XR technology to “hire” for what “job” and optimize performance and outcomes.
- Personalised XR and metaverse playbook for use in your companies and networks.
- Practical and hands-on experience of using XR and metaverse technologies first hand that you can build upon in your teams and networks.

## WHO SHOULD ATTEND

- Leaders and managers curious about, focused upon, or tasked with the introduction of XR and Metaverse technologies including augmented, virtual, and mixed reality experiences, products, and solutions into their teams, organizations, and networks.
- Individual contributors, consultants, and creatives exploring opportunities for new business value creation with XR and metaverse technologies and their related business model approaches and strategies.
- XR and metaverse designers and developers looking to communicate and translate the value of their work effectively to business audiences.
- Entrepreneurial business professionals looking to understand and explore the innovation opportunities provided by XR and metaverse technologies today and into tomorrow.



No prior experience of working with XR or metaverse technologies is required. Simply come with a willingness to explore and experiment in ways that will help you evolve how you think, work, learn, communicate, and partner with XR and Metaverse technologies in your teams and networks.

## CONTACT INFORMATION

MIT Sloan Executive Education

P +1-617-253-7166 | E [sloanexeced@mit.edu](mailto:sloanexeced@mit.edu)

[executive.mit.edu](http://executive.mit.edu)

