



**EXECUTIVE PROGRAM IN  
GENERAL MANAGEMENT**

**2021**

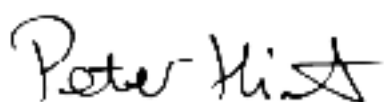
**WE HAVE A LONG HISTORY OF COLLABORATION  
AMONG FACULTY AT THE CUTTING EDGE OF THEIR FIELDS  
ACROSS ENGINEERING, TECHNOLOGY, SOCIAL SCIENCE,  
AND MANAGEMENT.**

The ability to bring all of these resources into an executive education program is unusual for a business school, and it is one of the reasons thousands of business professionals come here to develop the skills needed to face future challenges.

While attending our programs featured in this guide, you will meet extraordinary managers, senior executives, and agents of change from every corner of the globe—all of whom bring valuable experiences and insights. You will learn as much from your peers as you will from our world-renowned faculty.

We look forward to welcoming you to MIT, and we hope you will share your story with us.

Sincerely,

A handwritten signature in black ink that reads "Peter Hirst". The signature is written in a cursive, slightly stylized font.

Associate Dean  
Executive Education



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# ABOUT MIT

Founded in 1861, MIT is committed to generating, disseminating, and preserving knowledge and to working with others to bring this knowledge to bear on the world's great challenges. MIT is dedicated to providing its students with an education that combines rigorous academic study and the excitement of discovery with the support and intellectual stimulation of a diverse campus community.

QS ranks MIT as the world's No. 1 university for 2019–20. It has ranked at the top for eight straight years, and the institute also places first in 11 of 48 disciplines.

We seek to develop in each member of the MIT community the ability and passion to work wisely, creatively, and effectively for the betterment of humankind. The MIT community is driven by a shared purpose: to make a better world through education, research, and innovation. We are fun and quirky, elite but not elitist, inventive and artistic, obsessed with numbers, and welcoming to talented people regardless of where they come from.

## About MIT Sloan

MIT Sloan is a different kind of management school. We're not iterating on a better widget or cashing in on the latest business fad. We're not talking about management in the abstract. As part of the world's leading research institution, we're bringing together today's brightest minds to tackle global challenges. For real.

At the intersection of business and technology, we're exploring the future of work. We're launching companies that kick-start local economies in the developing world. We're retooling systems to make health care work better and to engage people around the world in addressing climate change.

MIT Sloan has a rich legacy of global engagement, and today our footprint spans six continents. These multicultural collaborations shape perspectives and influence policy worldwide.



# THE MIT IMPACT



**120,000**

MIT alumni across  
90+ countries



**89**

Nobel laureates from  
MIT who span nearly  
all categories



**32,000**

Active alumni-founded  
companies



**\$2**

Trillion generated  
roughly in annual  
revenue\*



**8**

On-campus graduate  
residences

**#1**

Research  
university  
in the U.S.



**103**

VC firms in  
Cambridge



**4.6**

Million plus jobs  
created



**15**

Action Learning  
labs



\*According to the "Entrepreneurship and Innovation at MIT:  
Continuing Global Growth and Impact" study

# PROGRAM OVERVIEW

MIT Sloan's **Executive Program in General Management** is a nine-month multimodular general management and leadership program that introduces mid-career managers and leaders to the latest in MIT thought leadership on innovation, strategy, entrepreneurship, decision-making, and leadership. The program curriculum has been derived from MIT's world-renowned research centers, labs, and faculty dedicated to exploring the challenges, opportunities, and fundamental attributes of leading international organizations and driving innovation.

The Executive Program in General Management is designed for executives in emerging markets who are looking to reinforce their strengths, learn new skills, connect with other high-achieving managers from around the world, and prepare for the next phase of their career.

Unique among many executive programs offered globally, this program includes immersion modules at MIT Sloan and online modules from MIT Sloan.

## Program at a Glance

9

Months  
Multimodular

2

In-Person  
Terms

3

Online  
Terms

200+

Hours of Interactive  
Sessions

20+

World-Renowned  
MIT Sloan Faculty

# PROGRAM BENEFITS



## The Executive Program in General Management is an exceptional way to:

- Gain exposure to **20+ MIT Sloan faculty**, thought leaders, and acclaimed guest speakers


- Make lifelong connections with a globally diverse peer group leveraging over **900+ years** of work experience in the classroom

- Experience the MIT ecosystem** in Cambridge and Boston, with ecosystem visits to companies and MIT research labs. Past company visits have included Akamai, HubSpot, Ministry of Supply, Shell TechWorks, and Microsoft NERD Centre

- Apply the learnings to a real-world **nine-month Action Learning Project**

- Benefit from lifelong learning and networking with the **MIT Sloan Affiliate Alumni Benefits**



The background of the image is a photograph of the MIT Sloan School of Management building. The building features a mix of light-colored stone masonry and large glass windows. A prominent red brick section is visible on the left side of the frame. In the foreground, a concrete wall with the words "MIT SLOAN SCHOOL OF" is partially visible, along with a paved walkway containing several circular light fixtures. A semi-transparent dark red rectangular box is overlaid on the left side of the image, containing white text.

*"The Executive Program in General Management gave me the skills to take my professional dreams to the next level. The program's centerpiece, Action Learning (an MIT Sloan tradition), allowed me to work closely with a team and tackle real-world problems."*

**— Head of Data Ethics  
Acxiom**

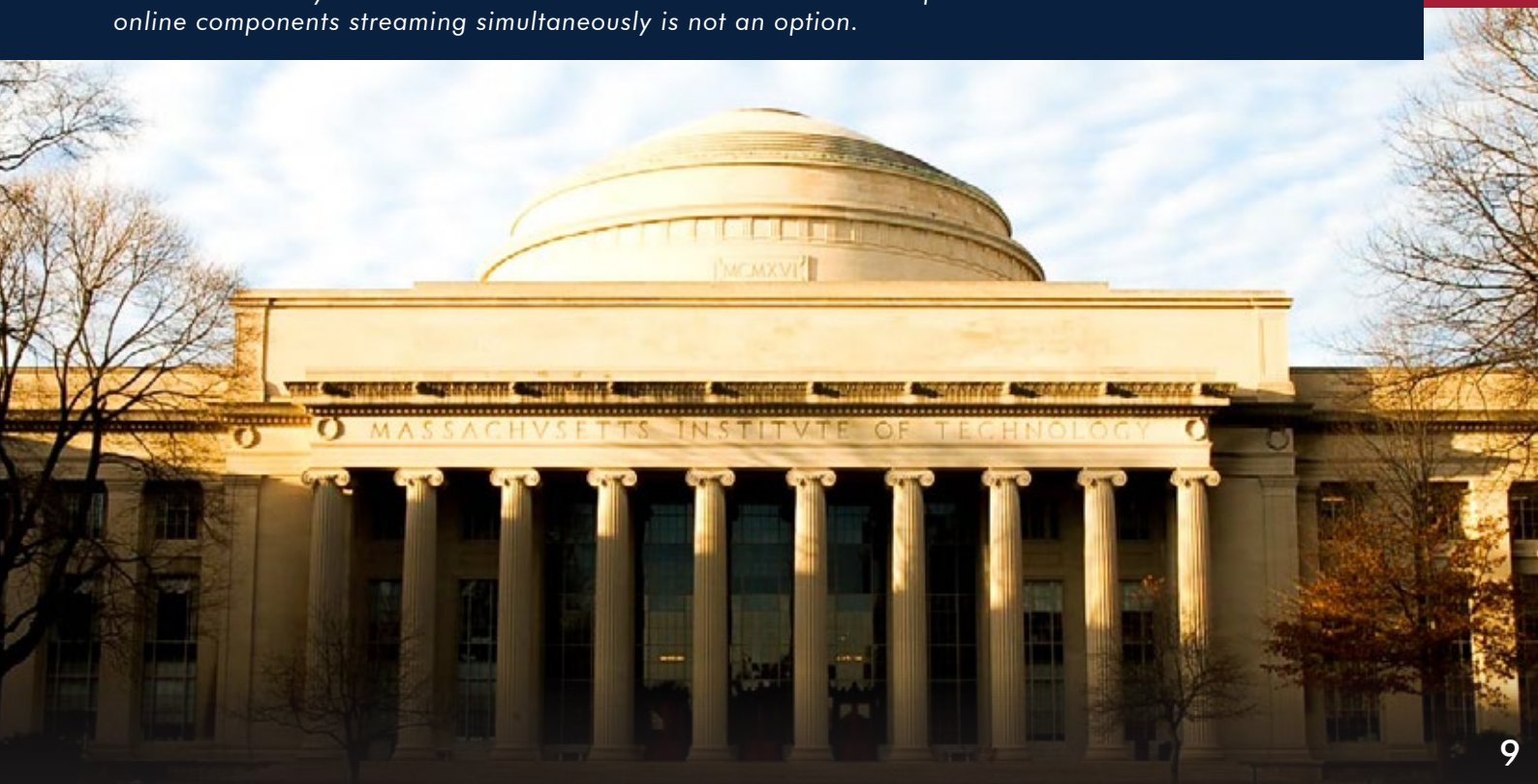


# PROGRAM CALENDAR

TERM	DATE	LOCATION
Program Launch	December 21, 2021	Online
Term 1	January 10–14, 2022	Online-Live Faculty Sessions
Term 2	January 18–April 30, 2022	Online (8-Week Asynchronous Coursework, Live Faculty Sessions, and Project Work)
Term 3	May 2–6, 2022	MIT Sloan School of Management Cambridge, Massachusetts**
Term 4	May 7–August 14, 2022	Online (4-Week Asynchronous Coursework, Live Faculty Sessions, and Project Work)
Term 5	August 15–19, 2022	MIT Sloan School of Management Cambridge, Massachusetts**

*\*Program schedule is subject to change for reasons beyond the control of MIT Sloan.*

*\*\* If travel and MIT hosting permitted, and attendance of full cohort, otherwise converted to online-live faculty sessions. To run classroom sessions with both in-person and live online components streaming simultaneously is not an option.*



# CURRICULUM

The program develops key leadership skills such as integrating an entrepreneurial mindset into corporate culture, making technology-enhanced strategic decisions, building collaborative organizations, and managing key talent across global markets.



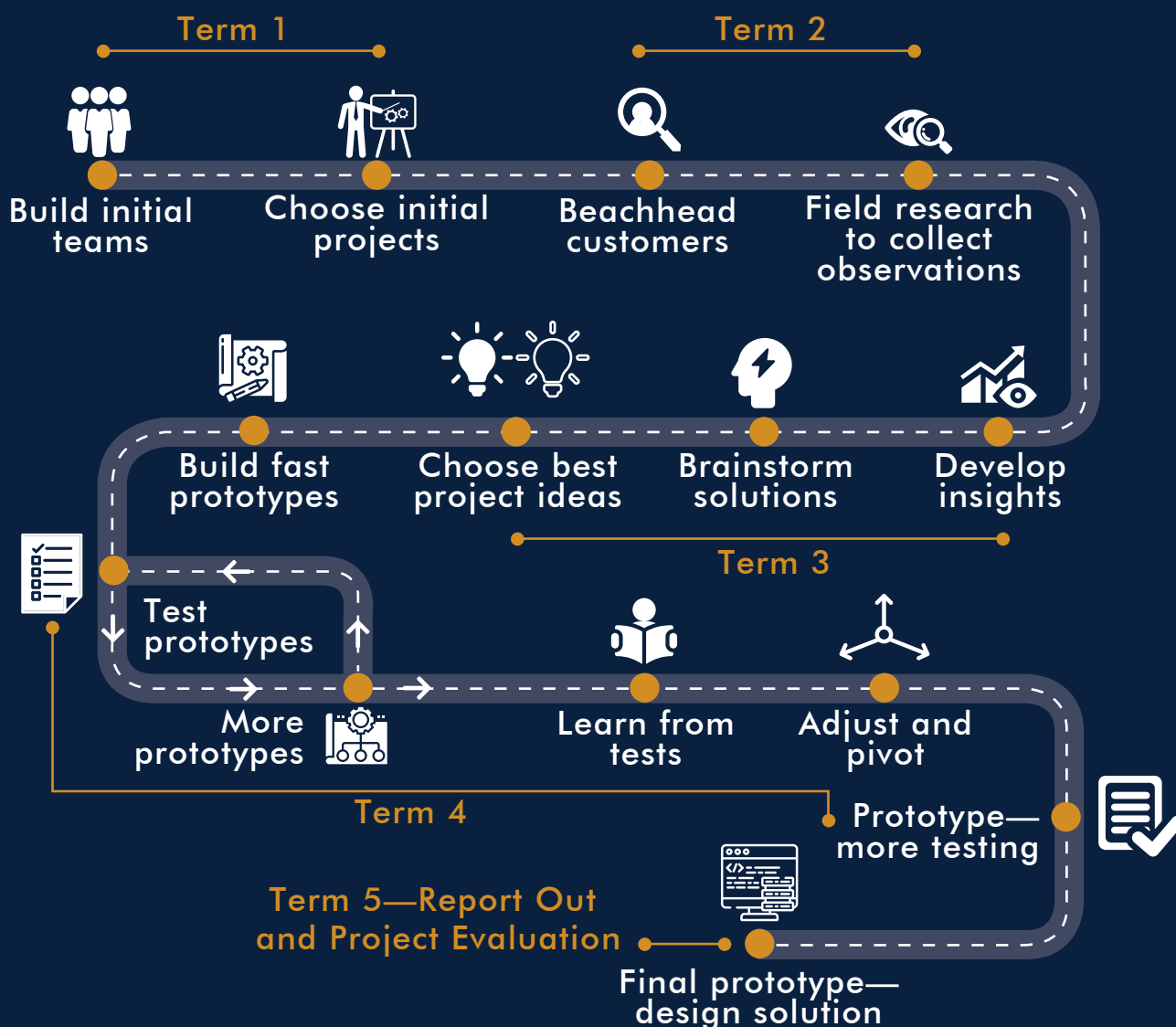
Management and Leadership	Strategy and Innovation	Technology and Value Chain Management	Digital Transformation
<ul style="list-style-type: none"><li>Change Management</li><li>Four Capabilities of Leadership</li><li>Negotiations and Influence</li><li>Organizational Networks and Power</li><li>The Coaching Approach to Leadership</li><li>Valuation and Financial Analysis</li></ul>	<ul style="list-style-type: none"><li>Competitive Strategy</li><li>Disciplined Entrepreneurship</li><li>Innovation Dynamics and Models</li><li>Marketing Strategies</li></ul>	<ul style="list-style-type: none"><li>Value Chain Dynamics</li><li>Operations for Entrepreneurs</li><li>System Dynamics</li><li>Service Quality and Innovation</li></ul>	<ul style="list-style-type: none"><li>Digital Business Models</li><li>Platform Strategy</li><li>Digital Operations</li></ul>

# ACTION LEARNING PROJECT EXPERIENCE

## From the Classroom to the Field: Ideas Made to Matter

Action Learning Projects are core to the Executive Program in General Management learning experience. On every project, participants get a rare firsthand look at corporate structures, new business ideas, and a wide array of operational challenges facing organizations. The Action Learning challenges participants to manage projects in unfamiliar work environments with a range of management and business development approaches.

## The Executive Program in General Management Project Process



\*The final Report Out will be to a panel that will include MIT Alumni, MIT Entrepreneurs in Residence, the Executive Program in General Management Faculty Director, and angel investors



# AFFILIATE ALUMNI BENEFITS

## Network Benefits

- Access to MIT Sloan Alumni Portal
- Ability to create a profile within the MIT Sloan Alumni Portal and have access to the Sloan People Database (SPD)
- Receive an Email Forwarding for Life (EFL) address: @sloan.mit.edu
- Ability to search and connect with MIT Alumni and other Affiliate Alumni
- Access to password-protected MIT Sloan Alumni webpages
- Lifelong learning and networking opportunities
- A 20% discount on future programs

## MIT Sloan Events

- Access to events through the MIT Sloan events calendar

## MIT Sloan Electronic Communications

- Monthly MIT Sloan alumni e-newsletter
- Electronic copy of the alumni magazine in the fall and spring

## MIT Sloan Clubs

- Affiliate Alumni can attend club events and become members of the MIT Sloan Club in their region

Note: Each club has different governing rules for attendees and may not permit Affiliate Alumni to be members.



# WHO SHOULD ATTEND

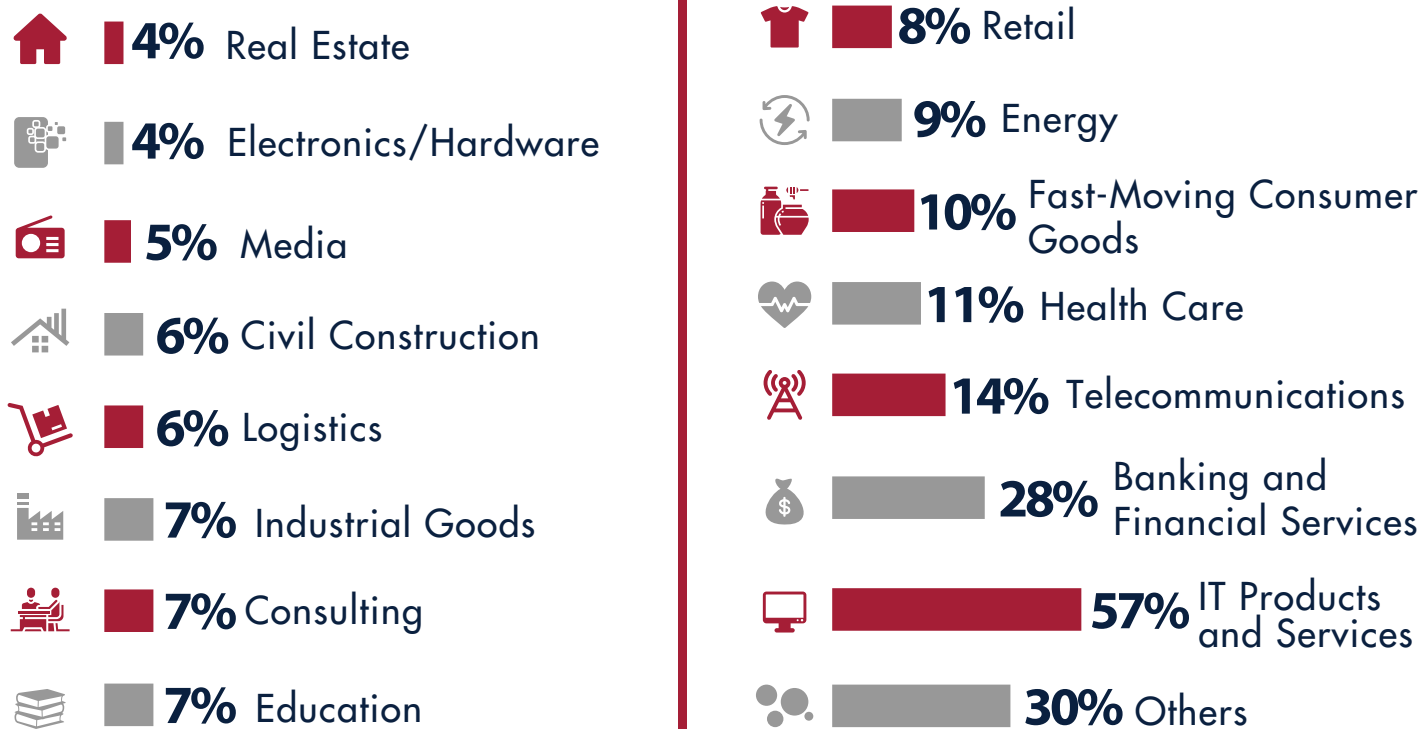
The Executive Program in General Management is tailored for international participants from emerging markets. Designed for mid-career managers and leaders, participants come from large organizations, medium-sized companies, and even from startups. In past years, participants have come from over 20 countries and from diverse organizations and industries. The program will help talented leaders prepare to take on larger, critical roles in their companies or start new entrepreneurial ventures.

- A minimum of 10 years of work experience in functional, technical, or business roles based in an emerging market
- A graduate degree
- International exposure is preferred

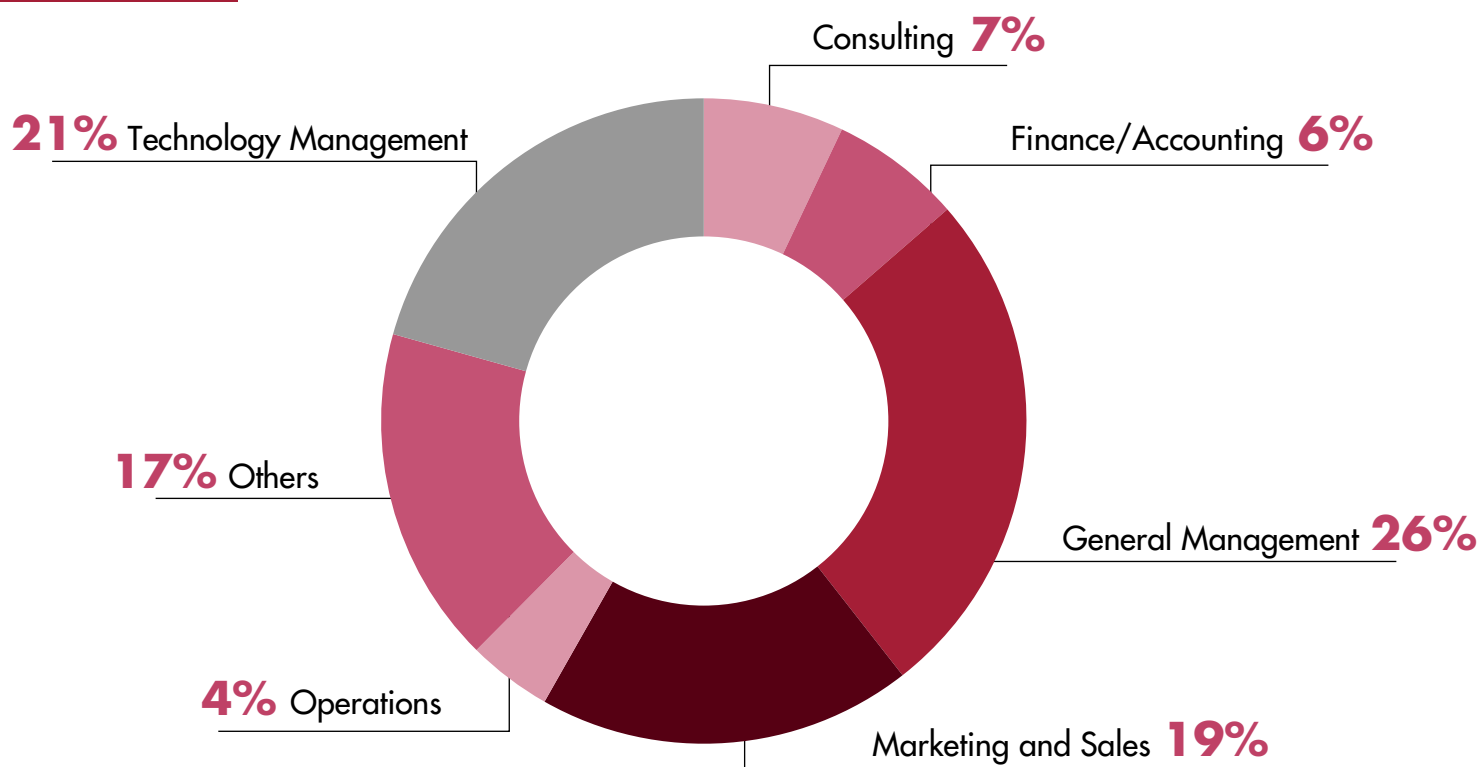


# PAST PARTICIPANT PROFILES

## Sectors

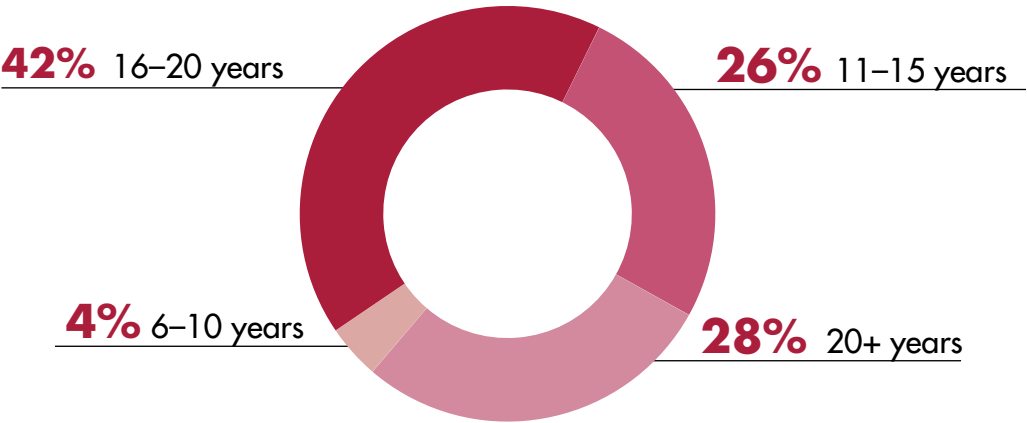


## Functions





# Work Experience



# Geographies



*Note: The above participant data is across previous cohorts.*

# MEET THE FACULTY

MIT Sloan faculty are world-renowned for their forward-looking research. They bring a tremendous amount of industry experience gained through working with firms around the world. To meet specific program goals, the world's foremost experts in engineering, IT, biopharma, manufacturing, banking, and technology may participate as teachers and help shape action strategies.



## DAVID ROBERTSON

### Faculty Director

David Robertson is a Senior Lecturer at the MIT Sloan School of Management where he teaches product development and digital product management. Prior to MIT, Robertson was a Professor of Practice at the Wharton School of the University of Pennsylvania and from 2002 through 2010 was the LEGO Professor of Innovation and Technology Management at IMD in Lausanne, Switzerland. Robertson has also held several executive management positions in enterprise software companies and spent five years at McKinsey & Company in the United States and Sweden.

Robertson is the author of the award-winning book about LEGO's near-bankruptcy and spectacular recovery titled *Brick by Brick: How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry* (Crown, 2013). He has published articles and had his research featured in *Wired*, *Forbes*, *Fast Company*, *Harvard Business Review*, *Strategy+Business*, *Sloan Management Review*, *The Financial Times*, and many other business journals.

Robertson has a PhD and an MBA from the MIT Sloan School of Management and a BS from the University of Illinois.



**WILLIAM AULET**

Professor of Practice,  
Technological Innovation,  
Entrepreneurship, and  
Strategic Management



**PIERRE AZOULAY**

International Programs  
Professor of Management



**JAKE COHEN**

Senior Associate Dean for  
Undergraduate and  
Master's Programs



**JARED CURHAN**

Associate Professor of  
Organization Studies



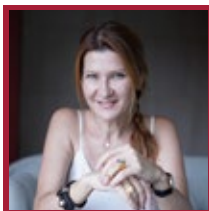
**CHARLES FINE**

Chrysler Leaders for  
Global Operations  
Professor of Management



**JOHN VAN MAANEN**

Erwin H. Schell Professor  
of Management and  
Professor of Organization  
Studies



**LOREDANA PADUREAN**

Associate Dean and  
Faculty Director for Action  
Learning at Asia School  
of Business



**JEANNE ROSS**

Principal Research Scientist  
and a part of Center for  
Information System Research




**MICHAEL SCHRAGE**

Research Fellow, MIT  
Center for Digital Business

*Note: Faculty are subject to change and not all faculty teach in each session of the program.*



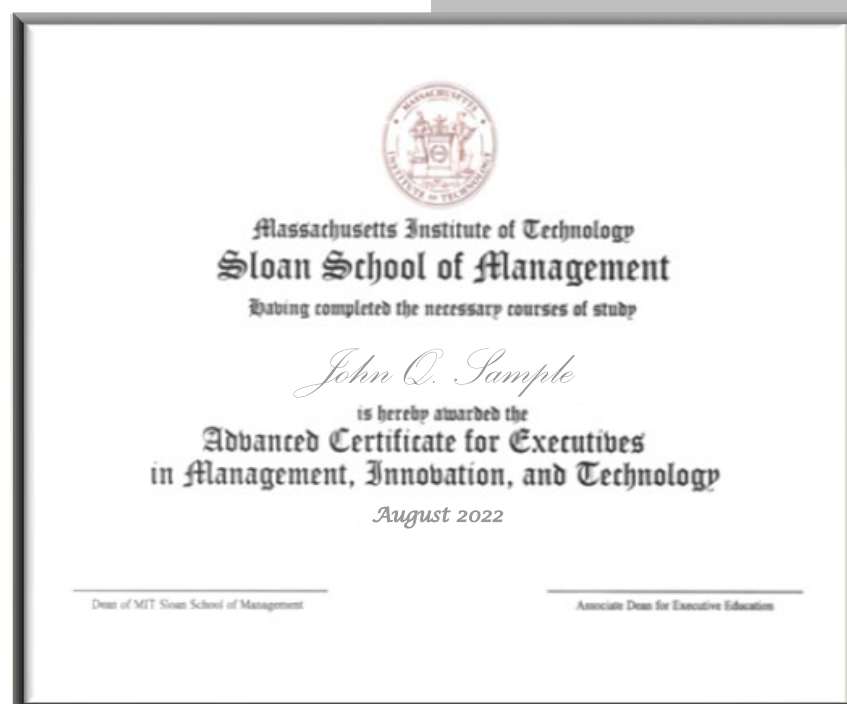
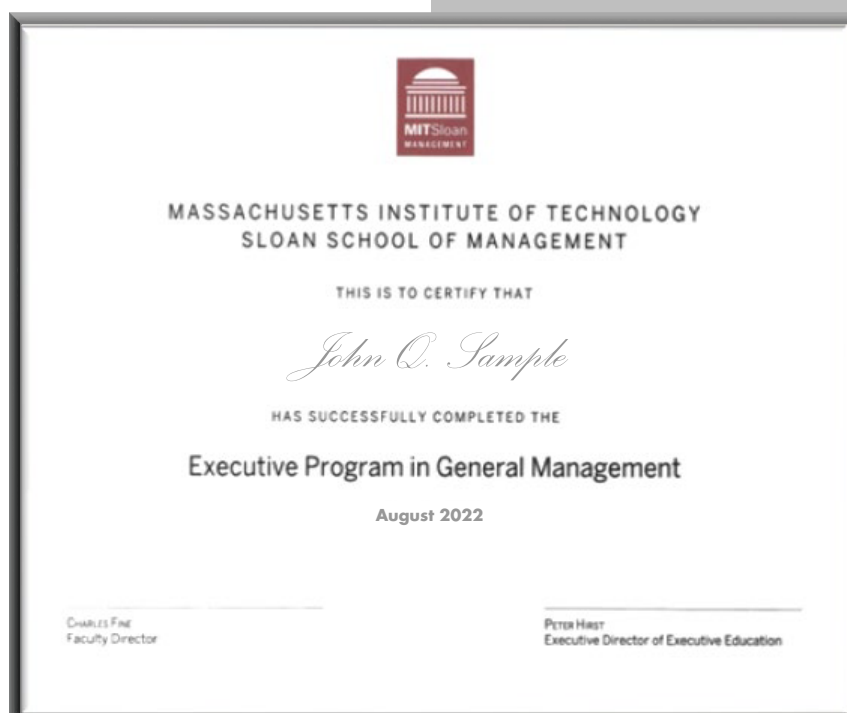
The background of the slide is a photograph of the MIT Sloan School of Management building. The image shows the classical facade with large columns and a pediment. A semi-transparent red rectangle is overlaid on the left side of the image, containing the text. The sky is a clear blue.

*"I came to know some of the brightest, kindest, and most of all humble and highly accomplished executives that I can call my friends, because of MIT Sloan. Acknowledging all of my classmates for their unconditional collaboration during the class projects and activities."*

**— Director of Application Engineering  
Cadence Design Systems**

# CERTIFICATION

Upon completion of the Executive Program in General Management, participants will be awarded the Advanced Certificate for Executives in Management, Innovation, and Technology (ACE) and a certificate of completion of the Executive Program in General Management in recognition of your achievement and the investment you and your company have made in your education and development.



# APPLICATION PROCESS

To apply to the program, please complete the **online application form**.

## Program Fee

# US\$37,500\*

*(Includes breakfasts, coffee breaks, lunches, and program material. Accommodation and travel are not included.)*

## Application Deadlines

**Round 1: October 7, 2021**

Application Fee: US\$300

**Round 2: November 9, 2021**

Application Fee: US\$400

**Round 3: November 30, 2021**

Application Fee: US\$500

## Payment Terms

20% of the program fee is due within 10 days of admission; the balance fee is due as per the payment schedule specified in the acceptance email, which depends on the round in which the application is submitted. As the first module of the program takes place in the United States, for those participants who need a visa to travel to the United States, it is recommended that you apply by the early application deadline to allow sufficient time for your visa processing formalities.

*Note: Admissions to the program are at the sole discretion of MIT Sloan. Applications are reviewed on a weekly basis, and completed applications can be submitted before the deadline. Applying early improves your chances of being accepted into the program.*



## About Eruditus

MIT Sloan Executive Education collaborates with Eruditus Executive Education for the Executive Program in General Management. Prospective participants with questions about the program are encouraged to contact Eruditus for further information.

### MIT SLOAN

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**SCHEDULE A CALL**

**APPLY NOW**