GENERATIVE AI BUSINESS SPRINT

DURATION

6 Hours
Complete within 30 days

PRICE

$1,750

FORMAT

Self-Paced Online

EXECUTIVE CERTIFICATE TRACK

Digital Business

Generative AI represents a significant progression in AI capabilities. Unlike traditional machine learning that worked predominantly with structured data, generative AI (GenAI) can generate unstructured outputs, such as images, text, and code. This ability aligns with the tasks of knowledge workers, offering potential to automate many business processes, enhance operational efficiency, and create new opportunities in the business landscape. Businesses need a clear and compelling GenAI strategy today if they want to be industry leaders tomorrow.

Inspired by Agile product development sprints, this self-directed course is an opportunity to explore and better understand the transformational power of generative AI. The course will provide answers to critical questions including: What is GenAI and why is it relevant to your business? How does GenAI work? When should our business apply GenAI? Where is GenAI heading?

The Generative AI for Business Sprint is conducted by world-leading generative AI faculty from the MIT Sloan School of Management and the MIT Schwarzman College of Computing whose collective insights will enable you to use generative AI to create competitive advantage in your company.

Please visit our website for the most current information.

executive.mit.edu/genai

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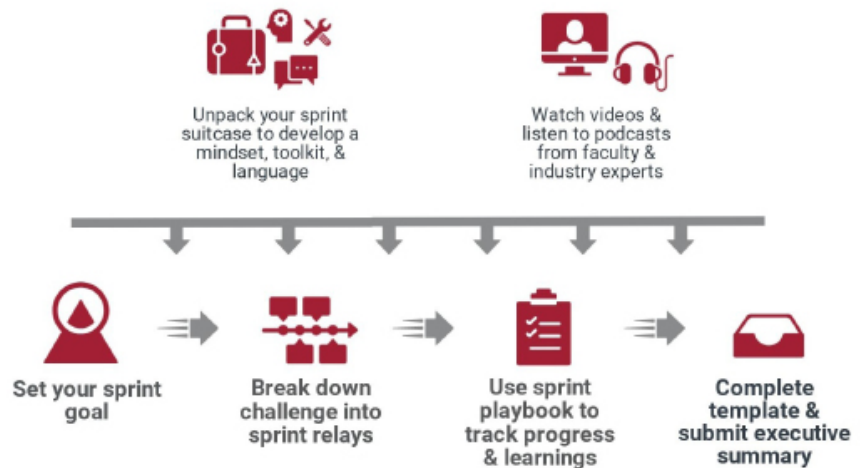Paul McDonagh-Smith
Faculty Director

WHO SHOULD ATTEND?

Business Sprints from MIT Sloan Executive Education are asynchronous and on-demand and are therefore ideal for those seeking a highly flexible learning format.

This course is designed to help all levels of management realize more potential from generative AI in their business—starting today. It is particularly beneficial to those responsible for, or participating in, the design and delivery of AI and other transformative technology initiatives in any industry. This course is also highly practical for Chief Learning Officers and senior HR leaders and managers responsible for people strategies in their organization.

Regardless of whether you are currently in a technical or non-technical function, if you are looking to support your organization's digital transformation, or you want to build capability and confidence in applying generative AI in your work, this course is for you.

The Sloan Sprint Experience

Unpack your sprint suitcase to develop a mindset, toolkit, & language

Watch videos & listen to podcasts from faculty & industry experts

Set your sprint goal

Break down challenge into sprint relays

Use sprint playbook to track progress & learnings

Complete template & submit executive summary

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