

AI ESSENTIALS: ACCELERATING IMPACTFUL ADOPTION



WHEN

Mar 9–11, 2026 (Live Online)
May 27–29, 2026 (Live Online)
Jun 29–30, 2026 (In Person)
Sep 24–25, 2026 (In Person)
Nov 4–6, 2026 (Live Online)
Dec 14–16, 2026 (Live Online)

PRICE

\$5,700

WHERE

Cambridge, MA or Live Online

EXECUTIVE CERTIFICATE TRACK

Digital Business

As artificial intelligence continues to transform nearly every industry, non-technical leaders face new challenges and new opportunities. *AI Essentials* emphasizes AI literacy, equipping executives and senior managers with a clear, accessible understanding of AI technologies and the strategic frameworks needed to drive AI adoption across their organizations.

This course combines cutting edge research-based insights with real-world business examples and hands on action learning activities. The capstone session empowers leaders to turn learning into action by creating AI adoption roadmaps, defining value metrics, and practicing decision-making in AI-driven scenarios.

If you're ready to take the next step in leading your organization through AI transformation, this course is the ideal starting point.

Please visit our website for the most current information.

executive.mit.edu/aie

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY *



Paul McDonagh-Smith
(Faculty Director)

More faculty on website.

**Faculty subject to change*

TAKEAWAYS

At the end of this course, you will have gained foundational AI literacy. You will be able to define and explain the role of AI today in your organization and where you plan to be.

- Cultivate the mindset to use AI as a catalyst for business growth
- Promote an AI-ready culture that promotes trust, transparency, and continuous learning
- Articulate where you are today with AI in plain language
- Develop and lead AI projects from ideation to implementation, with awareness of common pitfalls and success factors
- Apply best practices in AI governance, ethics, and regulatory compliance
- Align AI initiatives with business strategy and create action plans for long-term AI integration

WHO SHOULD ATTEND

This program is ideal for:

- Senior leaders and executives seeking to build AI fluency and confidence in leading digital transformation
- Non-technical managers and directors responsible for innovation, strategy, operations, or product development
- Business professionals looking to develop strategic insight into AI without diving into technical details
- Cross-functional leaders in industries such as finance, healthcare, retail, manufacturing, education, and government

CONTACT INFORMATION

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