EXECUTIVE PROGRAM IN GENERAL MANAGEMENT

2024–2025
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 Sloan, and we hope you will share your story with us.

Sincerely,

[Signature]

Senior Associate Dean,
Executive Education
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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 World University Rankings has placed MIT as the world’s No. 1 university for 2022–23. 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

145,000
MIT alumni across 90+ countries

100
Nobel laureates from MIT who span nearly all categories

32,000
Active alumni-founded companies

US$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
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 the MIT Sloan campus 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
The Executive Program in General Management is an exceptional way to:

- Gain exposure to more than 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 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
I wanted to embark on a program that would aid me to further my career goals and assist my transition out of the military. The program provided me with an excellent combination of curriculum focused on the latest and proven frameworks of business management, innovation, and technology that can be applied across geographies and industries.

— Himanshu Joshi
2020-21 Cohort
## PROGRAM CALENDAR

<table>
<thead>
<tr>
<th>TERM</th>
<th>DATE</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Program Launch</td>
<td>November 12– December 6, 2024</td>
<td>Live Online Orientation/Darwinator Workshop</td>
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<tr>
<td>Term 1</td>
<td>December 9–13, 2024</td>
<td>Live Online Faculty Sessions (Mon - Fri, 7:30 - 11:30)</td>
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<tr>
<td>Term 2</td>
<td>December 14, 2024– March 1, 2025</td>
<td>Online + Live Online (8-Week Asynchronous Coursework, Live Faculty Sessions, and Project Work)*</td>
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<tr>
<td>Term 3</td>
<td>March 2 – 7, 2025</td>
<td>In-person</td>
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<tr>
<td>Term 4</td>
<td>March 8 – May 17, 2025</td>
<td>Online + Live Online (4-Week Asynchronous Coursework, Live Faculty Sessions, and Project Work)*</td>
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<tr>
<td>Term 5</td>
<td>May 18 – 23, 2025</td>
<td>In-person</td>
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Program schedule is subject to change for reasons beyond the control of MIT Sloan.

*Self-paced components of the curriculum are provided by our program partner Emeritus
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.

<table>
<thead>
<tr>
<th>Management and Leadership</th>
<th>Strategy and Innovation</th>
<th>Technology and Value Chain Management</th>
<th>Digital Transformation</th>
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<tbody>
<tr>
<td>• Change Management</td>
<td>• Competitive Strategy</td>
<td>• Value Chain Dynamics</td>
<td>• Digital Business Models</td>
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<tr>
<td>• Four Capabilities of Leadership</td>
<td>• Disciplined Entrepreneurship</td>
<td>• Operations for Entrepreneurs</td>
<td>• AI for Business Transformation</td>
</tr>
<tr>
<td>• Negotiations and Influence</td>
<td>• Innovation Dynamics and Models</td>
<td>• System Dynamics</td>
<td>• Platform Strategy</td>
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<tr>
<td>• Organizational Networks and Power</td>
<td>• Marketing Strategies</td>
<td>• Service Quality and Innovation</td>
<td>• Digital Operations</td>
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<tr>
<td>• The Coaching Approach to Leadership</td>
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<tr>
<td>• Valuation and Financial Analysis</td>
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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*
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.

WHO SHOULD ATTEND

- 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
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

*Applicable on standard open enrollment courses at MIT Sloan Executive Education, with some exclusions.*

Note: Each club has different governing rules for attendees and may not permit affiliate alumni to be members.
PAST PARTICIPANT PROFILES

**Sectors**

- 2% Real Estate
- 2% Electronics/Hardware
- 3% Media
- 3% Civil Construction
- 3% Logistics
- 4% Industrial Goods
- 4% Consulting
- 4% Education
- 4% Retail
- 5% Energy
- 5% Fast-Moving Consumer Goods
- 6% Health Care
- 7% Telecommunications
- 14% Banking and Financial Services
- 19% IT Products and Services
- 15% Others

**Functions**

- 26% General Management
- 21% Technology Management
- 6% Finance/Accounting
- 7% Consulting
- 17% Others
- 19% Marketing and Sales
**Work Experience**

- **4%** 6–10 years
- **26%** 11–15 years
- **42%** 16–20 years
- **28%** 20+ years

**Geographies**

[Map showing various geographies with pin markers.]
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 has a PhD and an MBA from the MIT Sloan School of Management and a BS from the University of Illinois.
Note: Faculty are subject to change, and not all faculty teach in each session of the program.
Besides engaging with top business professors, I was also exposed to research in different areas like social physics and system dynamics. The student cohort was also very high level and I am in contact with professionals who are excelling at their careers all around the world.

— Andrea Piazza
2018 Cohort
Upon completion of the Executive Program in General Management, you will be awarded the Advanced Certificate for Executives (ACE) in Management, Innovation, and Technology 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.
To apply to the program, please complete the online application form.

**Program Fee**

**US$39,500**

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

**Application Deadlines**

<table>
<thead>
<tr>
<th>Round 1: June 18, 2024</th>
<th>Round 2: July 18, 2024</th>
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<td>Application Fee: US$200</td>
<td>Application Fee: US$250</td>
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<tr>
<th>Round 3: August 20, 2024</th>
<th>Round 4: September 19, 2024</th>
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<tr>
<td>Application Fee: US$300</td>
<td>Application Fee: US$300</td>
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<th>Round 5: October 10, 2024</th>
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<tr>
<td>Application Fee: US$300</td>
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As two modules of the program take place in the United States, it is recommended that participants who will need a visa to travel apply early to allow sufficient time for 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 Emeritus

MIT Sloan Executive Education is collaborating with Emeritus (as part of the Eruditus Group) to offer a portfolio of high-impact programs. These programs leverage online education provider MIT Sloan Executive Education's thought leadership in management practice developed over years of research, teaching, and application. Prospective participants with questions about the program are encouraged to contact Emeritus for further information.

MIT Sloan

MIT Sloan Office of Executive Education, One Main Street, 9th Floor, E90, Cambridge, MA 02142
www.executive.mit.edu
Email: epgm_sloan@mit.edu

Emeritus

Email: mit_epgm@emeritus.org

United States
Phone: +1 646 713 0918

Dubai
Phone: +971 44302011

Singapore
Phone: +65 6871 4030

South America
Phone: +52 55535 02404

India
Phone: +91 90290 07437

China
Phone: +86 400 100 8874