

# FRONTIERS OF GENERATIVE AI IN BUSINESS



## WHEN

Oct 14–15, 2025 (In Person)  
Nov 19–21, 2025 (Live Online)  
Feb 11–13, 2026 (Live Online)

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## PRICE

\$5,500 (2025)  
\$5,900 (2026)

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## WHERE

Online or Cambridge, MA

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## EXECUTIVE CERTIFICATE TRACK

Digital Business

Generative artificial intelligence is rapidly revolutionizing businesses, bringing profound changes across various sectors. Notably, GenAI can optimize operations, streamline workflows, and personalize customer experiences with unparalleled precision. However, executives feel an incredible time crunch to understand and leverage this technology to sustain their competitive advantage. This urgency is compounded by challenges such as ensuring ethical use, maintaining data privacy, and upskilling the workforce to harness AI's full potential.

*Frontiers of Generative AI* is designed to help executives gain a true understanding of what GenAI is, how it actually works, and what it means for organizations. Led by faculty and thought leaders across MIT, including the Sloan School of Management and the Schwarzman College of Computing, who are working and teaching at the forefront of AI, this two-day, in-person course will help executives develop a comprehensive understanding and practical approach to putting AI to work.

Please visit our website for the most current information.

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

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

## FACULTY\*



**Paul McDonagh-Smith**  
(Faculty Director)

Regina Barzilay

Swati Gupta

Phillip Isola

Rama Ramakrishnan

Antonio Torralba

*\*Faculty subject to change*

## TAKEAWAYS

- Define and describe the business implications of key technology techniques that underpin GenAI
- Build organizational awareness and consensus around ethical concerns such as bias, accountability, and transparency in GenAI systems
- Identify areas for GenAI integration in your existing and emergent products, services, platforms and tasks
- Generate ideas for gaining strategic advantage through the application of AI in your business
- Anticipate and prepare for the next frontiers in GenAI

## WHO SHOULD ATTEND

This program prepares those with strategic decision-making responsibilities to better understand, ideate around, and implement GenAI in their organizations.

Regardless of whether you are currently in a technical or non-technical function, if you are a leader who is feeling both the excitement and pressures of GenAI, this course is for you.

## CONTACT INFORMATION

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