

# AI EXECUTIVE ACADEMY



## WHEN

Oct 28 – Nov 11, 2024

## PRICE

\$22,500

## WHERE

Cambridge, MA

## EXECUTIVE CERTIFICATE TRACK

Digital Business

An exciting collaboration between MIT's Sloan School of Management and Schwarzman College of Computing, this immersive, two-week program on campus dives deep into both the technical and business aspects of artificial intelligence, providing a comprehensive understanding of AI's impact across industries. The program will bridge the gap between AI technology and business leadership through practical, hands-on learning experiences, ensuring participants can apply AI strategies effectively in their organizations.

Course content will cover recent developments in AI and cutting-edge research insights to help make sense of emerging opportunities and challenges. Industry spotlights will demonstrate practical applications of AI, and discussions among expert panelists will include the potential of AI in the near future—as well as the limitations and weaknesses of this technology. As a participant in this course, you will also benefit from hands-on workshops to innovate, experiment, and problem-solve with AI. You will leave the course with a better understanding of the potential of AI in business and society as well as practical skills to make these insights actionable in your organization.

Participants who complete this program will earn an MIT Sloan Executive Certificate in Digital Business.

Please visit our website for the most current information.

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

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

## FACULTY\*



Sertac Karaman - Faculty  
Director



Eric So - Faculty Director



Paul McDonagh-Smith



Antonio Torralba

## TAKEAWAYS

Participants will leave this course with:

- A more sophisticated understanding of the breadth and depth of AI, including its ethical and social dimensions
- Practical strategies for leveraging AI in their organization
- New frameworks for analyzing and evaluating the impact of AI on their business/industry
- The ability to navigate AI challenges, seize opportunities, and create new value for the long term

## WHO SHOULD ATTEND

- This program is designed for senior executives and experienced business leaders in technical or non-technical functions who seek to effectively analyze, articulate, and apply key AI management and leadership insights in their work.
- It is particularly beneficial to those managing individuals and teams who are responsible for the design and delivery of AI and other transformative technology initiatives in any industry.



*It's not about focusing on the differences between humans and machines, but at looking at the ways in which they can be unified and united.*

– Paul McDonagh-Smith

*\*Please note, faculty may be subject to change.*

## CONTACT INFORMATION

MIT Sloan Executive Education

**P** +1-617-253-7166 | **E** [sloanexeced@mit.edu](mailto:sloanexeced@mit.edu)  
[executive.mit.edu](http://executive.mit.edu)

