



**EXECUTIVE PROGRAM IN
GENERAL MANAGEMENT**

2020

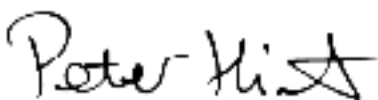
**WE HAVE A LONG HISTORY OF COLLABORATION
AMONG FACULTY AT THE CUTTING EDGE OF THEIR FIELDS—
ACROSS ENGINEERING, TECHNOLOGY, SOCIAL SCIENCE,
AND MANAGEMENT.**

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.

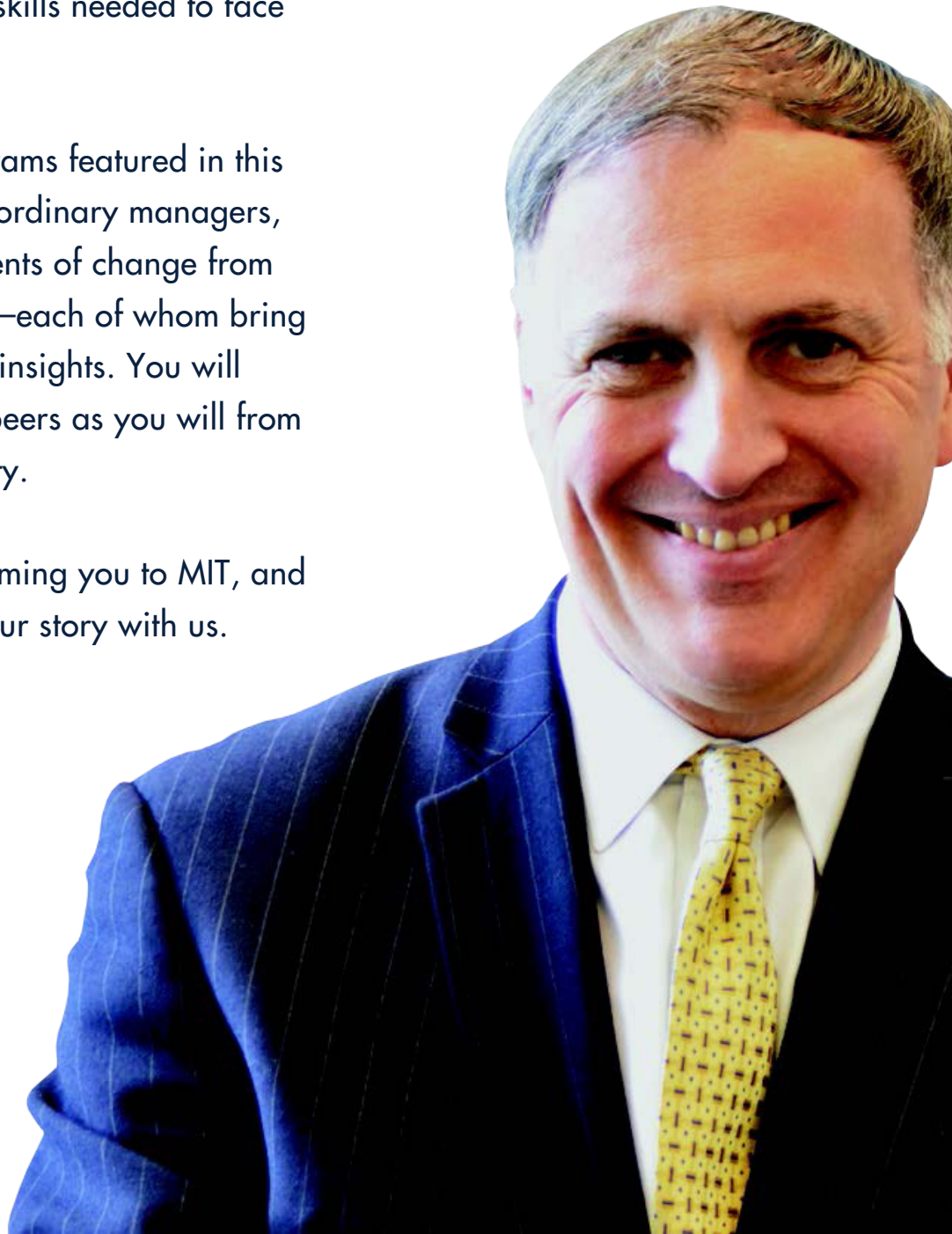
While attending our programs featured in this guide, you will meet extraordinary managers, senior executives, and agents of change from every corner of the globe—each of whom bring valuable experiences and insights. You will learn as much from your peers as you will from our world-renowned faculty.

We look forward to welcoming you to MIT, and we hope you will share your story with us.

Sincerely,



Associate Dean,
Executive Education



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ABOUT MIT

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 ranks MIT the world's No. 1 university for 2019-20. 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



120,000

MIT alumni across
90+ countries



89

Nobel laureates from
MIT who span nearly
all categories



32,000

Active alumni-founded
companies



\$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 jobs
created



15

Action learning
labs



*According to the "Entrepreneurship and Innovation at MIT: Continuing Global Growth and Impact" study

PROGRAM OVERVIEW

The MIT Sloan **Executive Program in General Management** is a 11-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 MIT Sloan and on-line modules from MIT Sloan.

Program At A Glance

11

Month
Multimodular

2

On Campus
Terms

3

Off Campus
Terms

200+

Hours of Interactive
sessions

20+


World Renowned
MIT Sloan Faculty

PROGRAM BENEFITS



Executive Program in General Management is an exceptional way to:

- Gain exposure to **20+ MIT faculty**, thought leaders, and acclaimed guest speakers
- Make life-long 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 ecosystem 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 **11-month action learning project**
- Benefit from lifelong learning and networking with the **MIT Sloan Affiliate Alumni Benefits**

A photograph of the MIT Sloan School of Management building, featuring a mix of stone and red brick facades with large windows. A concrete wall in the foreground has "MIT SLOAN SCHOOL OF" engraved on it. A dark red semi-transparent box is overlaid on the left side of the image, containing a quote and a name.

““ The Executive Program in General Management gave me the skills to take my professional dreams to the next level. The program's centerpiece, Action Learning (an MIT Sloan tradition), allowed me to work closely with a team and tackle real world problems.”

– **Head of Data Ethics,**
Acxiom

PROGRAM CALENDAR

TERM

DATE

LOCATION

Term 1

November 16–20, 2020

Online (Digital term,
project launch)

Term 2

December, 2020–
June, 2021

Online (8 week asynchronous
coursework, live faculty sessions,
and project work)

Term 3

June 27–July 2, 2021

MIT Sloan School of Management
Cambridge, Massachusetts**

Term 4

July–September, 2021

Online (4 week asynchronous
coursework, Live faculty sessions,
and Project work)

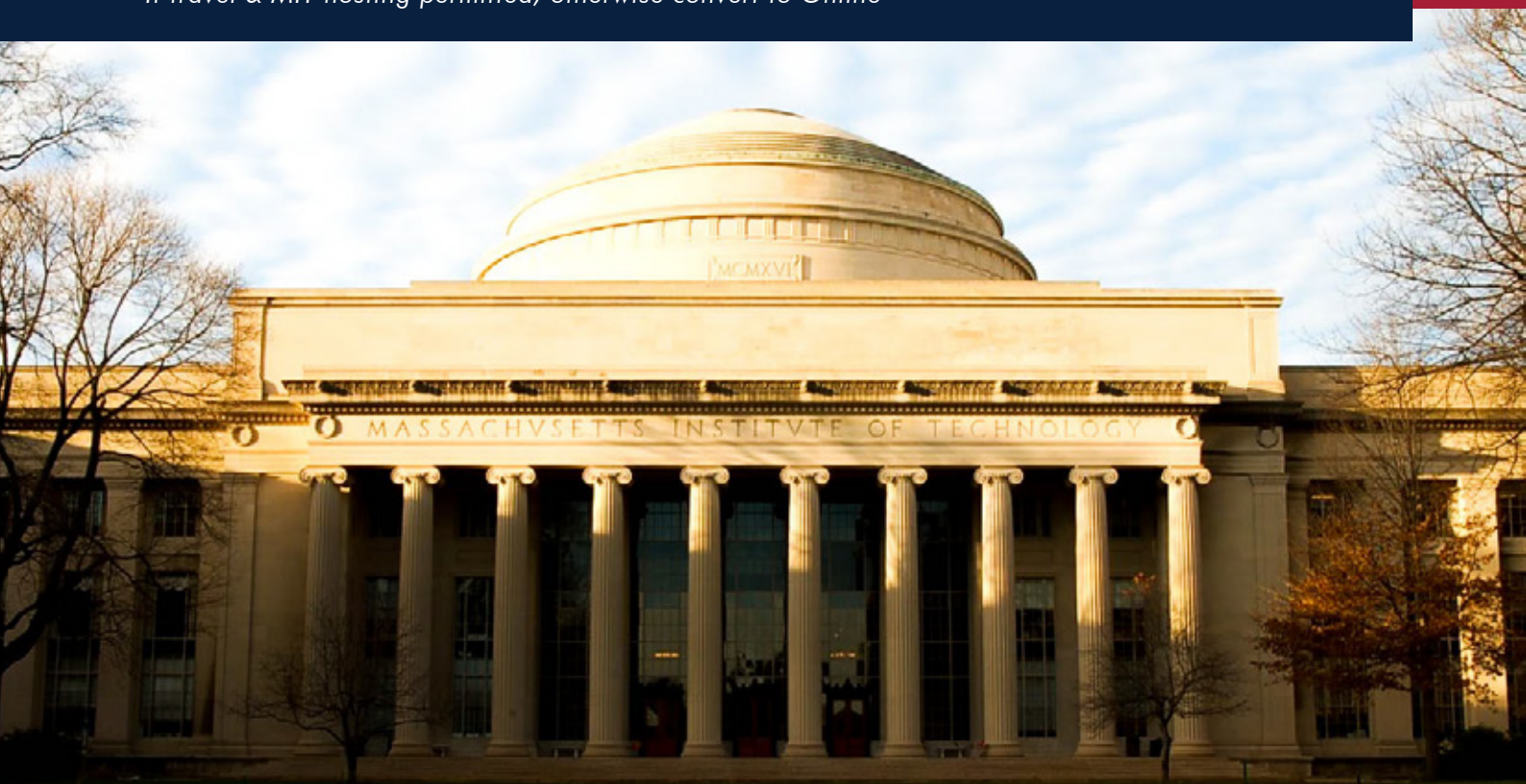
Term 5

September 19–24, 2021

MIT Sloan School of Management
Cambridge, Massachusetts**

**Program schedule is subject to change for reasons beyond the control of MIT Sloan*

*** If travel & MIT hosting permitted, otherwise convert to Online*



CURRICULUM

The program develops key leadership skills such as integrating an entrepreneurial mind-set into corporate culture, making technology-enhanced strategic decisions, building collaborative organizations and managing key talent across global markets.



Management & Leadership

- Change Management
- Four Capabilities of Leadership
- Negotiations and Influence
- Organizational Networks and Power
- The Coaching Approach to Leadership
- Valuation and Financial Analysis

Strategy & Innovation

- Competitive Strategy
- Disciplined Entrepreneurship
- Innovation Dynamics and Models
- Marketing Strategies

Technology, & Value Chain Management

- Value Chain Dynamics
- Operations for Entrepreneurs
- System Dynamics
- Service Quality and Innovation

Digital Transformation

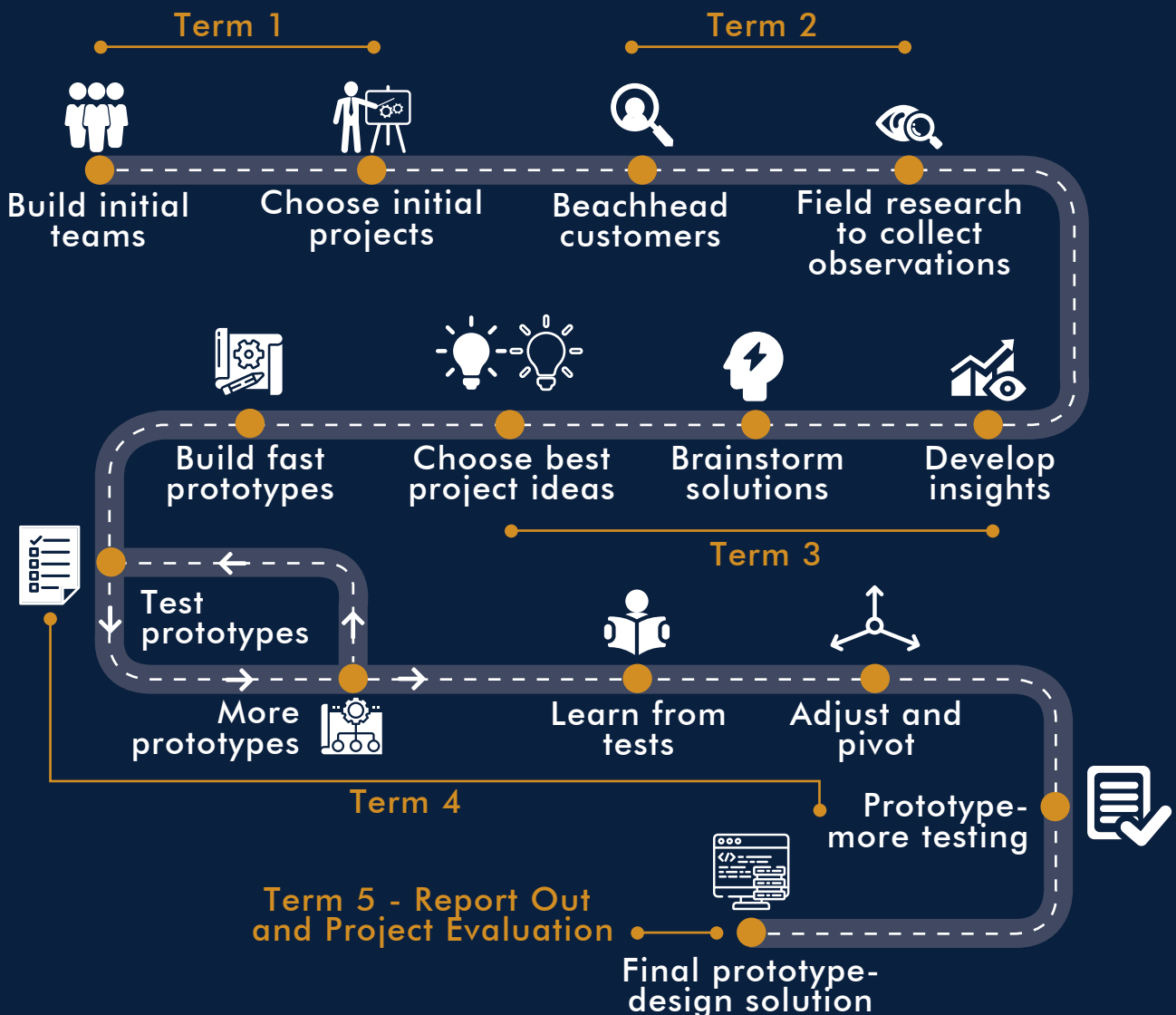
- Digital Business Models
- Platform Strategy
- Digital Operations

ACTION LEARNING PROJECT EXPERIENCE

From the Classroom to the Field- Ideas Made to Matter

Action Learning Projects are core to the EPGM learning experience. On every project, participants get a rare first-hand 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 EPGM Project Process



*The final Report Out will be to a panel that will include MIT Alumni, MIT Entrepreneurs in Residence, EPGM Faculty Director, Angel Investors

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 & 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 (September through June)
- Electronic copy of the Alumni Magazine in the Fall and Spring

MIT Sloan Clubs

- Affiliate Alumni can attend club events and become members of MIT Sloan Club in their region

**Please note, each club has different governing rules for attendees and may not permit Affiliate Alumni to be members*



WHO SHOULD ATTEND

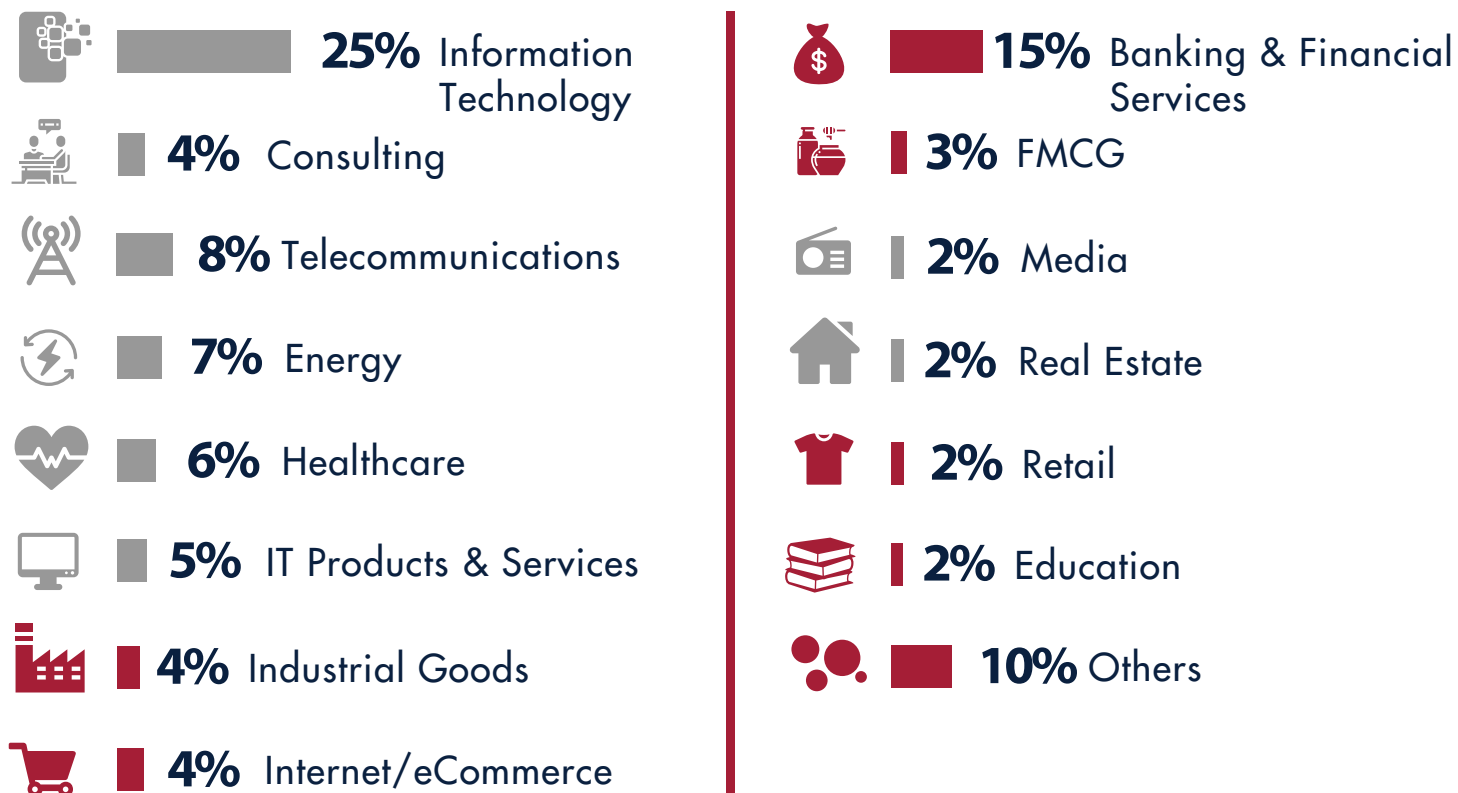
Executive Program in General Management is an immersive program tailored for international participants from emerging markets. Designed for mid-career managers and leaders, participants come from large organizations, mediumsized companies, and even from start-ups. In past years, participants have come 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.

- 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

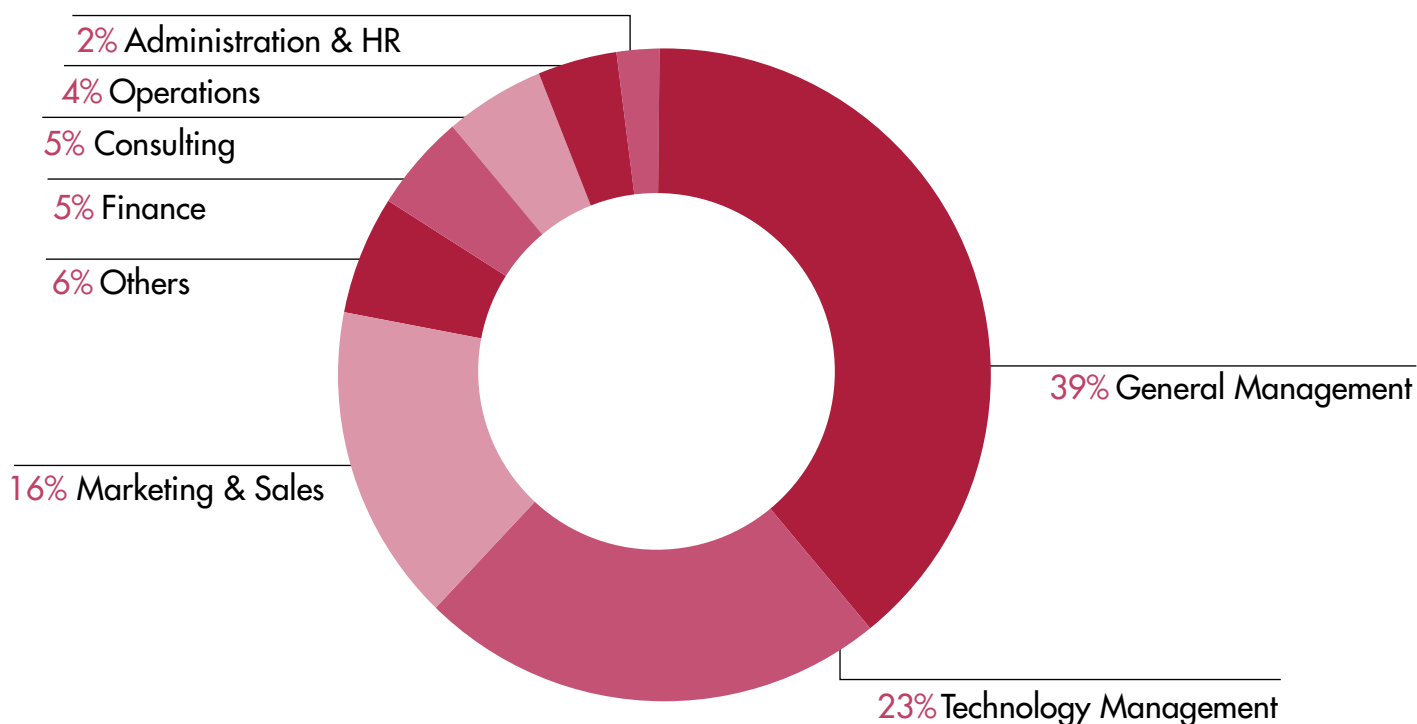


PAST PARTICIPANT PROFILES

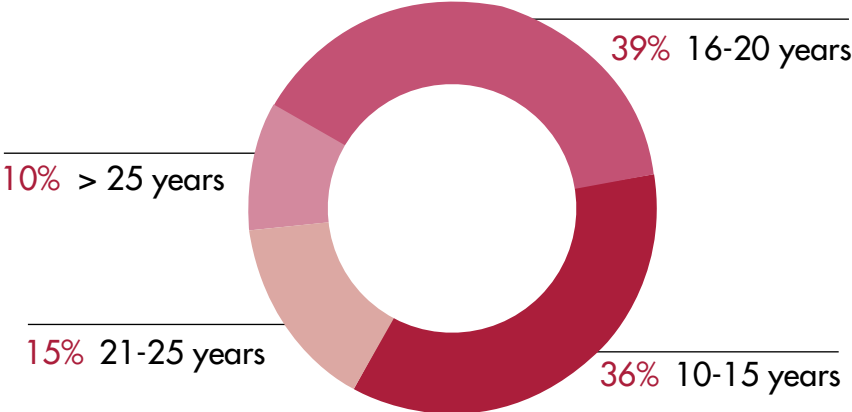
Sectors



Function



Work Experience



Geographies



Note: The above participant data is across 5 cohorts

MEET THE FACULTY

MIT Sloan faculty are world renowned for their forward-looking research. Faculty bring a tremendous amount of industry experience gained in 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 to help shape action strategies.



DAVE 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 U.S. and Sweden.

Robertson is the author of the award-winning book about LEGO's near-bankruptcy and spectacular recovery titled *Brick by Brick: How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry* (Crown, 2013). He has published articles and had his research featured in *Wired*, *Forbes*, *Fast Company*, *Harvard Business Review*, *Strategy+Business*, *Sloan Management Review*, *The Financial Times*, and many other business journals.

Robertson has a PhD and MBA from the MIT Sloan School of Management, and a BS from the University of Illinois.



WILLIAM AULET

Professor of the Practice,
Technological Innovation,
Entrepreneurship, and
Strategic Management



PIERRE AZOULAY

International Programs
Professor of Management



JAKE COHEN

Senior Associate Dean for
Undergraduate and
Master's Programs



JARED CURHAN

Associate Professor of
Organization Studies



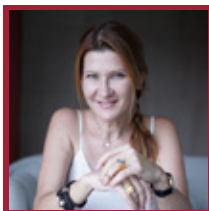
CHARLES FINE

Chrysler Leaders for
Global Operations
Professor of Management



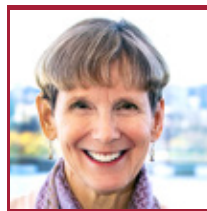
JOHN VAN MAANEN

Erwin H. Schell Professor
of Management and a
Professor of Organizations
Studies



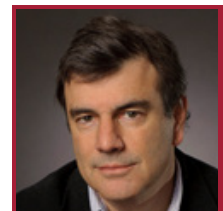
LOREDANA PADUREAN

Associate Dean and
Faculty Director for Action
Learning at Asia School
of Business



JEANNE ROSS


Principal Research Scientist
and a part of Center for
Information System Research



MICHAEL SCHRAGE

Research Fellow, MIT
Center for Digital Business

Note: Faculty are subject to change and not all faculty teach in each session of the program.

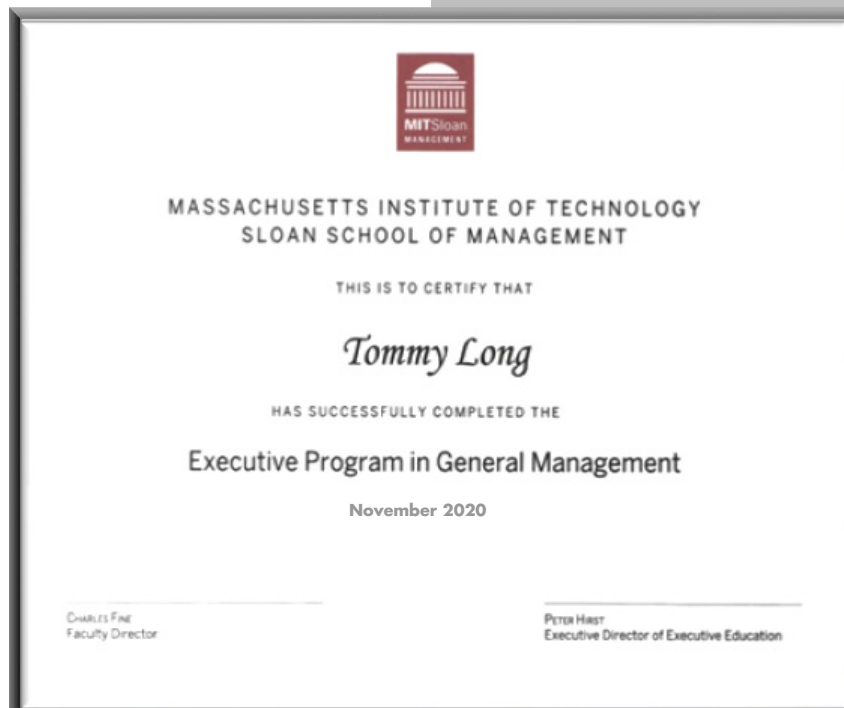
The background of the slide is a photograph of the MIT building facade, featuring classical columns and a stone inscription that reads "MASSACHUSETTS INSTITUTE OF TECHNOLOGY" and "ROGERS F". A semi-transparent red overlay covers the left and center portions of the image, serving as a background for the text.

“ I came to know some of the brightest, kindest, and most of all humble and highly accomplished executives that I can call my friends, because of MIT-Sloan. Acknowledging all of my classmates for their unconditional collaboration during the class projects and activities.”

– **Director- Application Engineering**
Cadence Design Systems,

CERTIFICATION

Upon completion of the Executive Program in General Management, participants will be awarded the Advanced Certificate for Executives in Management, Innovation and Technology (ACE) 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.



APPLICATION PROCESS

To apply to the program, please complete the online application form.

[Apply Now](#)

Program Fees:

USD \$37,500

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

Application Deadlines

Round 4: September 15, 2020

Application Fee: USD \$600

Round 5: September 30, 2020

Application Fee: USD \$700

Payment terms:

20% of Program Fee is due within ten days of admission; the balance fee is due as per the payment schedule specified in the acceptance email which depends on the round in which the application is submitted. As the first module of the program takes place in the United States, for those participants who need a visa to travel to the U.S. it is recommended that you apply by the early application deadline to allow sufficient time for your visa processing formalities.

Note: Admissions to the program are at sole discretion of MIT Sloan and are on a rolling basis. Applications are reviewed on a weekly basis, completed applications can be submitted before the deadline. Applying early improves your chances of being accepted in the program.

About Eruditus

MIT Sloan Executive Education collaborates with Eruditus Executive Education for the Executive Program in General Management. Prospective participants with questions about the program are encouraged to contact Eruditus 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

ERUDITUS

SOUTH AMERICA

Phone: +52 55535 02404

INDIA

Phone: +91 9029007437

MIDDLE EAST

Phone: +971 44302011

SINGAPORE

Phone: +65 6871 4030

[Schedule a Call](#)

