Design an implementation strategy for AI-enabled intelligent systems to impact work processes and deliver business value.
ABOUT THIS COURSE

Emerging digital and data-enabled technologies, such as artificial intelligence (AI), machine learning, big data, and automation, are generating significant interest in a growing number of industries. Although many executives understand the need to adopt these technologies to remain competitive, the question remains whether this can be done effectively and at scale. Leaders implementing AI projects must separate myth from reality to formulate future strategies — or enhance existing ones — that deliver business value.

The Building and Scaling Intelligent Enterprises With Artificial Intelligence online short course from the MIT Sloan School of Management debunks popular myths surrounding these emerging technologies, allowing participants to think strategically about their potential application within their organizations. You’ll develop a system-level view of the strategic use of AI technologies to allow for data-driven, rapid, and targeted decision processes. Insights include, but are not limited to, the building of required data infrastructure, hiring the right talent, overcoming resistance to change, and integrating technology within existing organizational structures. By evaluating AI in an entire project life cycle, you’ll create a strategy for the identification, implementation, and management of AI projects in the form of an AI playbook. Finally, you’ll be given the opportunity to leverage advice from practitioners across different industries to inform your strategy.

WHAT THIS PROGRAM COVERS

In the course, you’ll develop a comprehensive taxonomy of AI-enabled use cases and learn how to strategically leverage data-enabled models to implement intelligent processes and systems. You’ll explore the core elements of an enterprise AI strategy, including investment in technical and data infrastructure, developing human-related expertise and capabilities, and implementing structured playbooks to select and manage AI projects. The course emphasizes various implementation challenges associated with new AI technologies and provides suggested approaches for managing them. You’ll leave the program with key insights for integrating AI-enabled projects across different business environments, including your own.

$2,800

6 weeks, excluding 1 week orientation.

7–10 hours of self-paced learning per week, entirely online.
WHO SHOULD TAKE THIS COURSE?

The program is aimed at non-technical business executives looking for strategic insight into the organizational changes needed to drive successful AI adoption. Leaders who have been exposed to a variety of foundational material on AI and what it means for their business will benefit from the course’s theoretical nature. These leaders include senior managers and C-suite executives overseeing the integration of AI into their organizations’ business strategies. The focus on case studies, featuring both failed and successful integration strategies, offers useful perspectives on AI scaling and integration. Senior and middle-management professionals looking to increase buy-in for new, AI-oriented operational and procedural processes will benefit from the various use cases presented.

“...For businesses facing roadblocks — and businesses working to deploy AI at scale — one factor remains universal: the necessity of trusting the technology, being able to say with certainty how AI reaches decisions, and building a culture of trust inside organizations for the technology and how it is brought into the workplace.

[IBM (2020).]
WHAT YOU’LL LEARN

**ORIENTATION MODULE**

**WELCOME TO YOUR ONLINE CAMPUS**
You’ll be welcomed to the program and begin connecting with fellow participants, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You’ll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

*Please note that module titles and their contents are subject to change during course development.*

**MODULE 1**

**RETHINKING AI: DESIGNING INTELLIGENT SYSTEMS AND PROCESSES**
Explore the considerations required to rethink AI and design intelligent systems and processes.

**MODULE 2**

**TAXONOMY OF AI-ENABLED PROCESS FUNCTIONALITY**
Review the taxonomy of AI use cases and the important characteristics underpinning them.

**MODULE 3**

**THE ROLE OF DATA-ENABLED MODELS IN THE DESIGN OF INTELLIGENT DECISION PROCESSES**
Learn how you can use models and data to create organizational knowledge systems.
MODULE 4
DATA INFRASTRUCTURE AND WORKFORCE CAPABILITIES AND RELATED CHALLENGES
Discover the major workforce-related challenges and organizational capabilities required to successfully implement intelligent processes and systems.

MODULE 5
SELECTING AND MANAGING AI-ENABLED PROJECTS
Explore how to create a strategy for the identification, implementation, and management of AI projects.

MODULE 6
END-TO-END IMPLEMENTATION: PRACTICALLY INTEGRATING AI
Explore the end-to-end implementation process and advice from practitioners across different industries.

ABOUT MIT SLOAN
The MIT Sloan School of Management is one of the world’s leading business schools, emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The school’s focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings. Through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.
WHO YOU’LL LEARN FROM

This subject matter expert from MIT Sloan guides the course design and appears in a number of program videos, along with a variety of industry professionals.

YOUR FACULTY DIRECTOR

RETSEF LEVI
J. Spencer Standish (1945) Professor of Operations Management, MIT Sloan School of Management

A member of the Operations Management Group at MIT Sloan, Levi serves as the faculty co-director of the MIT Leaders for Global Operations (LGO). He is also affiliated with the MIT Operations Research Center. Before joining MIT, Levi spent a year in the Department of Mathematical Sciences at the IBM T.J. Watson Research Center as the holder of the Goldstine Postdoctoral Fellowship. He received a bachelor’s degree in mathematics from Tel Aviv University (Israel) in 2001 and a PhD in operations research from Cornell University in 2005. Levi’s current research focuses on the design of analytical, data-driven decision support models and tools addressing complex business and system design decisions under uncertainty in areas such as health and health care management, supply chain, procurement and inventory management, revenue management, pricing optimization, and logistics.

INDUSTRY EXPERTS

PETER DUNN
Vice President, Massachusetts General Hospital

ASSAF AVRAHAMI
CEO, Hashavshevet - Wizsoft
A POWERFUL COLLABORATION

The MIT Sloan School of Management is collaborating with online education provider, GetSmarter, to create a new class of learning experience — one that is high-touch, intimate, and personalized for the working professional.

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers nondegree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth. By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to deliver its executive programs through a dynamic, interactive, digital learning platform.

ABOUT GETSMARTER

GetSmarter, a 2U, Inc. brand, collaborates with the world’s leading universities to select, design, and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigor in GetSmarter’s people-mediated model, which enables lifelong learners across the globe to obtain industry-relevant skills that are recognized by the world’s most reputable academic institutions.

YOUR SUCCESS TEAM

GetSmarter, with whom MIT Sloan is collaborating to deliver this online program, provides a personalized approach to online education that ensures you’re supported throughout your learning journey.

HEAD LEARNING FACILITATOR

A subject expert from GetSmarter, approved by the University, will guide you through learning-related challenges.

SUCCESS ADVISER

Your one-on-one support at GetSmarter, available during University hours (9a.m.–5p.m. EST) to address technical or administrative questions.

GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech-related queries and concerns.
ABOUT THE CERTIFICATE

This program offers you the opportunity to earn a certificate of completion from one of the world’s leading business schools — the MIT Sloan School of Management. This program also counts toward an MIT Sloan Executive Certificate, which you can earn upon completion of four programs where at least three of the four come from your chosen certificate track and at least one is completed in person. Find full details here.

Completion is based on a series of practical online assignments. In order to be issued with a certificate you’ll need to meet the requirements outlined in the course handbook. The handbook will be made available to you as soon as you begin the program.

Your certificate will be issued in your legal name and sent to you upon successful completion of the program, as per the stipulated requirements.

“At MIT Sloan Executive Education, we are focused on bridging the energy, engagement, and idea flow of physical in-person teaching and learning into online experiences. We aim to positively modify individual and collective behaviors that participants will take back to their teams and propagate throughout their organizations.”

- Paul McDonagh-Smith, Digital Capability Leader, MIT Sloan Executive Education
HOW YOU’LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

• Work through your downloadable and online instructional material
• Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
• Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
• Investigate rich, real-world case studies
• Apply what you learn each week to discussion forums and ongoing project submissions, culminating in a strategy for the identification, implementation, and management of AI projects

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS
In order to complete a program, you’ll need a current email account and access to a computer and the internet, as well as a PDF Reader. You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel.

BROWSER REQUIREMENTS
We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to course material. This browser can be downloaded here.

ADDITIONAL REQUIREMENTS
Certain courses may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the program. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing course content. Please check with an Enrollment Adviser before registering for this course if you have any concerns about this affecting your experience with the Online Campus.
BUILDING AND SCALING INTELLIGENT ENTERPRISES WITH ARTIFICIAL INTELLIGENCE

ONLINE SHORT COURSE

Rethink AI and its potential applications within your organization.

FIND OUT MORE

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