

**THRIVE AS A GLOBAL
BUSINESS LEADER**



10+
**YEARS OF
BUILDING
LEADERS**

EXECUTIVE PROGRAM IN GENERAL MANAGEMENT

7 Months | Online and In person

PROGRAM OVERVIEW

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

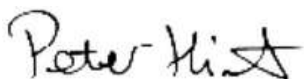
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The ability to bring all of these resources into an executive education program is unusual for a business school, and it is one of the reasons thousands of business professionals come here to develop the skills needed to face future challenges.

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,



Senior Associate Dean,
Executive Education



OVERVIEW

ABOUT MIT

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PROGRAM CALENDAR

CURRICULUM

ACTION LEARNING PROJECT

AFFILIATE ALUMNI BENEFITS

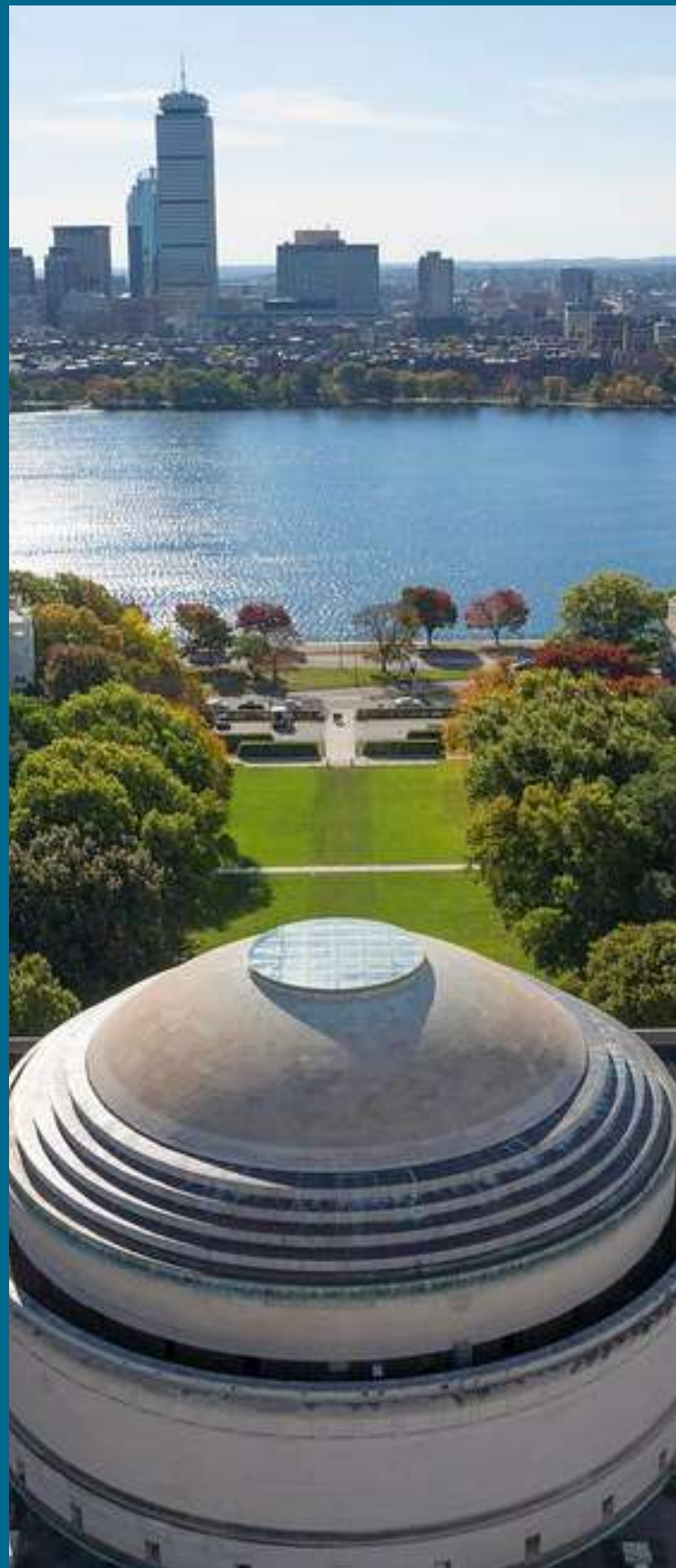
WHO SHOULD ATTEND

PAST PARTICIPANT PROFILE

MEET THE FACULTY

CERTIFICATE

APPLICATION PROCESS



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 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*



#1

research university
in the United States



103

VC firms in
Cambridge



4.6 Million

plus jobs
created



15

Action Learning
labs



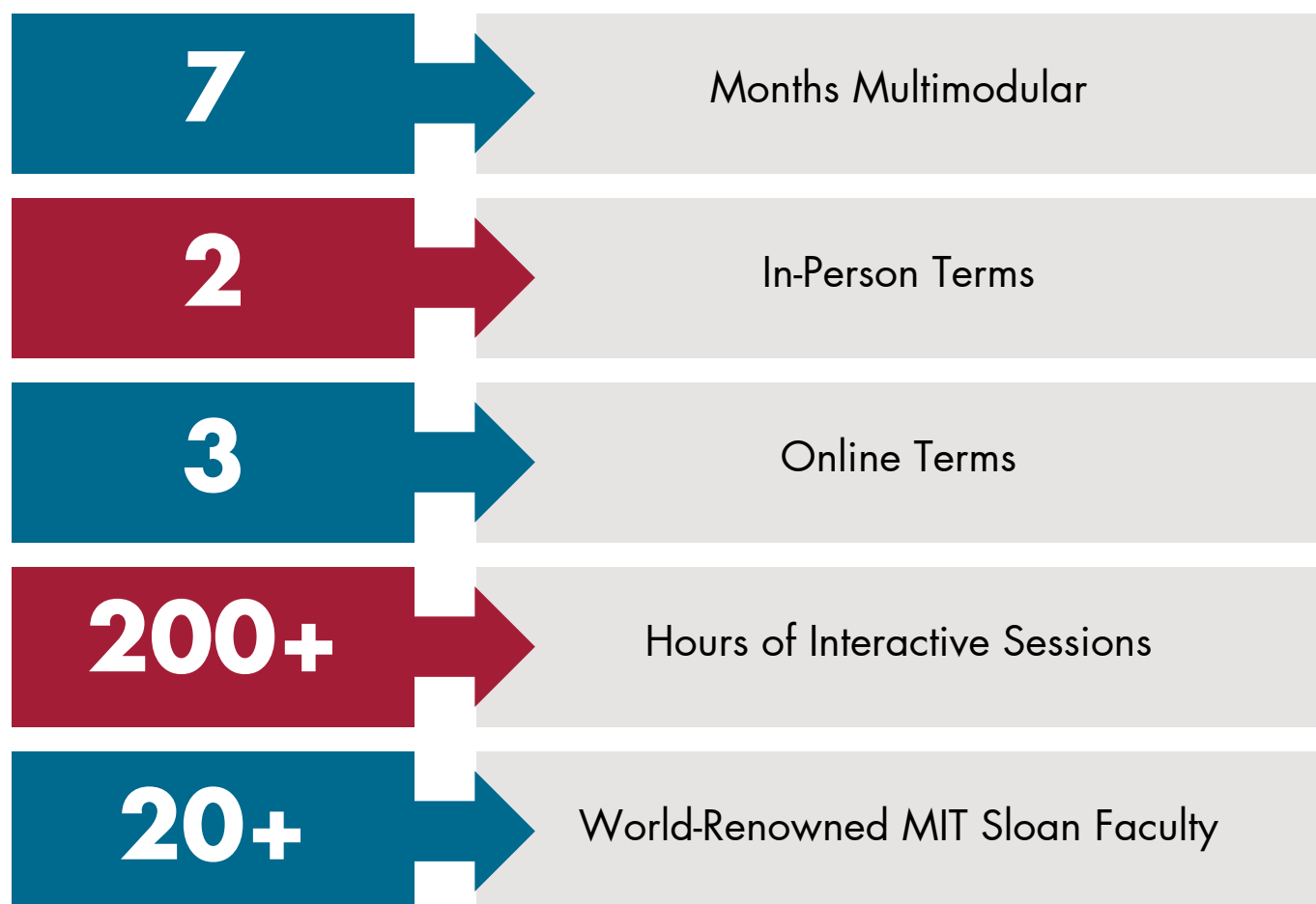
PROGRAM OVERVIEW

MIT Sloan's **Executive Program in General Management** is a seven-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.

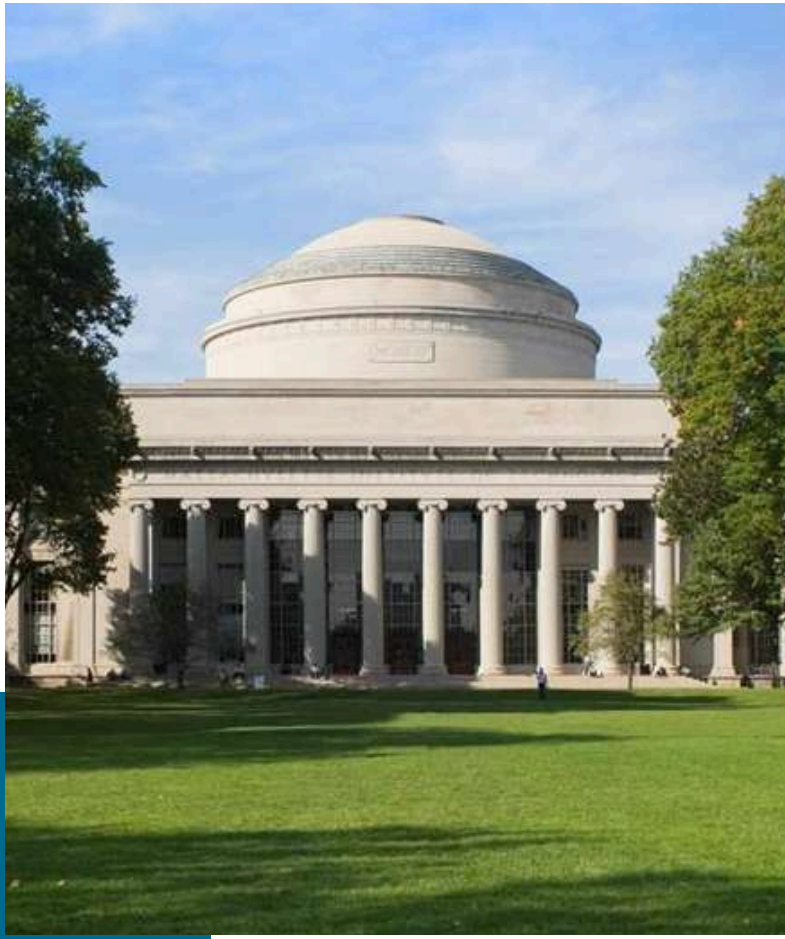
The Executive Program in General Management is designed for executives in emerging markets who are looking to reinforce their strengths, learn new skills, connect with other high-achieving managers from around the world, and prepare for the next phase of their careers.

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



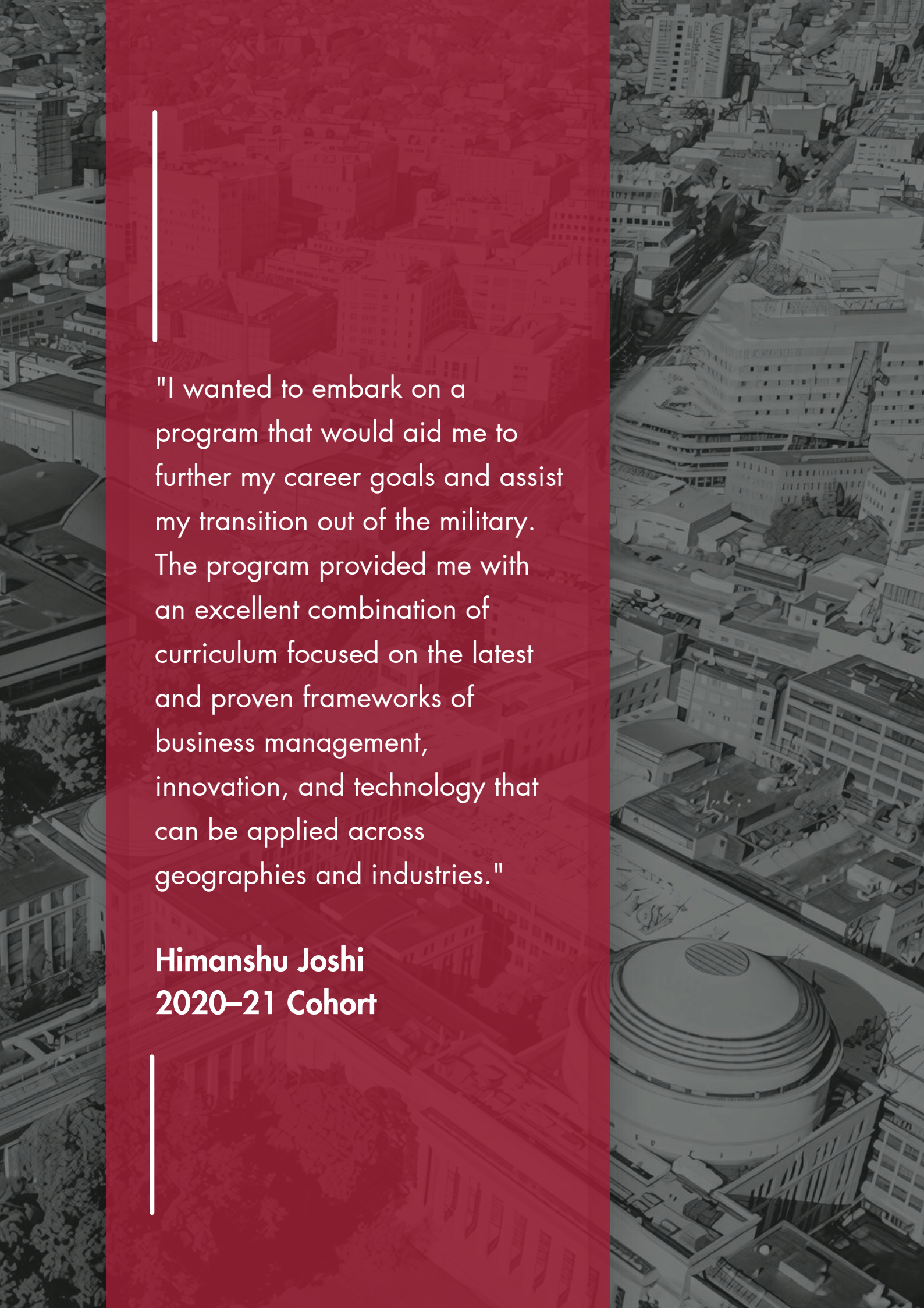
PROGRAM BENEFITS



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
- Experience the MIT ecosystem in Cambridge and Boston, with in-person panel sessions by company and MIT research lab representatives.
- Make lifelong connections with a globally diverse peer group leveraging over 900 years of work experience in the classroom
- Apply the learnings to a real-world seven-month Action Learning Project
- Benefit from lifelong learning and networking with MIT Sloan affiliate alumni benefits



An aerial photograph of a city, likely a university campus, is shown in grayscale. A large, semi-transparent red rectangle is overlaid on the left and center of the image. The text is white and positioned within this red area. A thin white vertical line is on the left side of the red area, and another is on the bottom left.

"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

TERM	DATE	LOCATION
Program Launch	November 12	8:00 am – 10:00 am (ET) Live Online Orientation
	November 13– December 6, 2024	Darwintor Workshop
Term 1	December 9–13, 2024 (Required Attendance)	Live Online Faculty Sessions (4 Hours Per Day; Monday–Friday)
Term 2	December 14, 2024– March 1, 2025	Online + Live Online (Asynchronous Coursework, Live Faculty Sessions, and Project Work)*
Term 3	March 2–7, 2025	In-Person MIT Sloan School of Management Cambridge, Massachusetts
Term 4	March 8– May 17, 2025	Online + Live Online (Asynchronous Coursework, Live Faculty Sessions, and Project Work)*
Term 5	May 18–23, 2025	In-person MIT Sloan School of Management Cambridge, Massachusetts

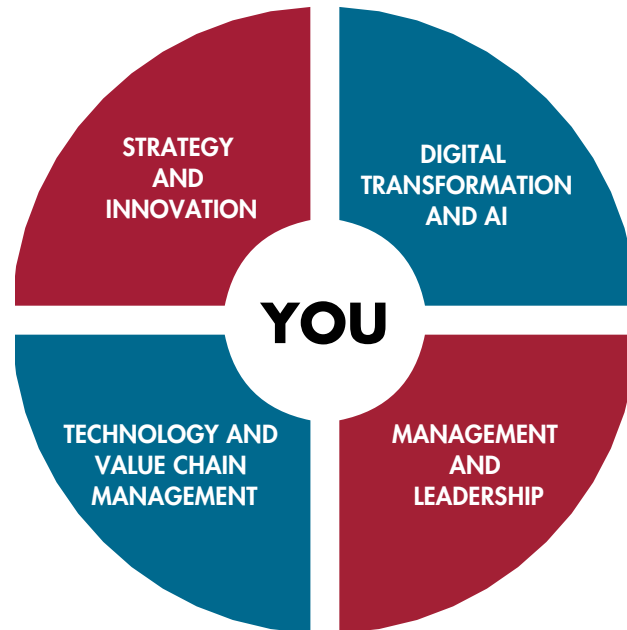
Program schedule is subject to change for reasons beyond the control of MIT Sloan.

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



CURRICULUM

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.



ACTION LEARNING PROJECT EXPERIENCE

Management and Leadership	<ul style="list-style-type: none">• Change Management• Four Capabilities of Leadership• Negotiations and Influence• Organizational Networks and Power• The Coaching Approach to Leadership• Valuation and Financial Analysis
Technology and Value Chain Management	<ul style="list-style-type: none">• Value Chain Dynamics• Operations for Entrepreneurs• System Dynamics• Service Quality and Innovation
Strategy and Innovation	<ul style="list-style-type: none">• Competitive Strategy• Disciplined Entrepreneurship• Innovation Dynamics and Models• Marketing Strategies
Digital Transformation and Artificial Intelligence (AI)	<ul style="list-style-type: none">• Digital Business Models• AI for Business Transformation• Platform Strategy• Digital Operations

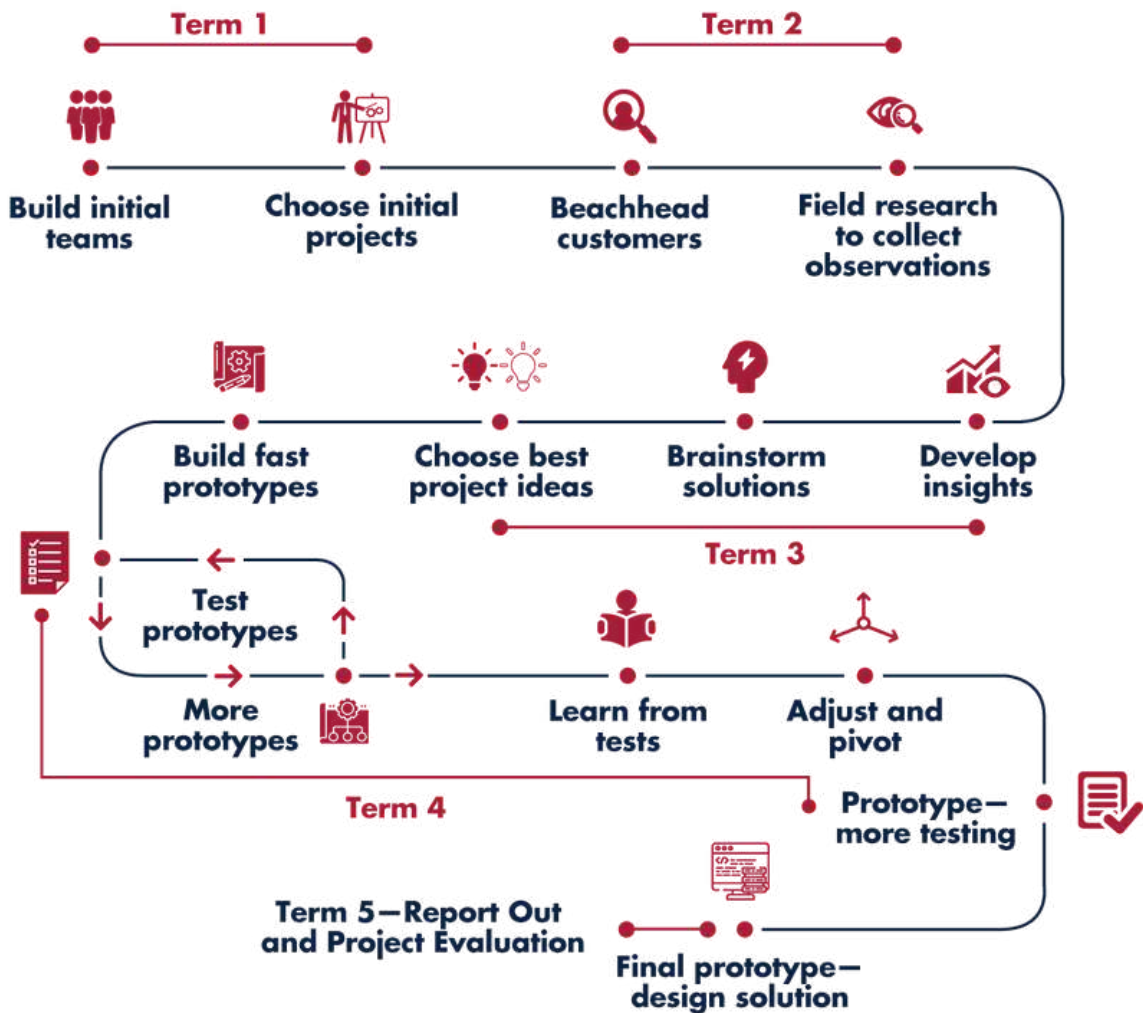


ACTION LEARNING PROJECT EXPERIENCE

From the Classroom to the Field: Ideas Made to Matter

Action Learning Projects are core to the 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 Project 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

WHO SHOULD ATTEND

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.



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 the MIT Sloan alumni portal
- Ability to create a profile within the MIT Sloan alumni portal and access the Sloan People Database (SPD)
- Receive an email forwarding for life (EFL) address: @sloan.mit.edu
- Ability to search for and connect with MIT alumni and other affiliate alumni
- Access to password-protected MIT Sloan alumni web pages
- 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 an MIT Sloan club in their region

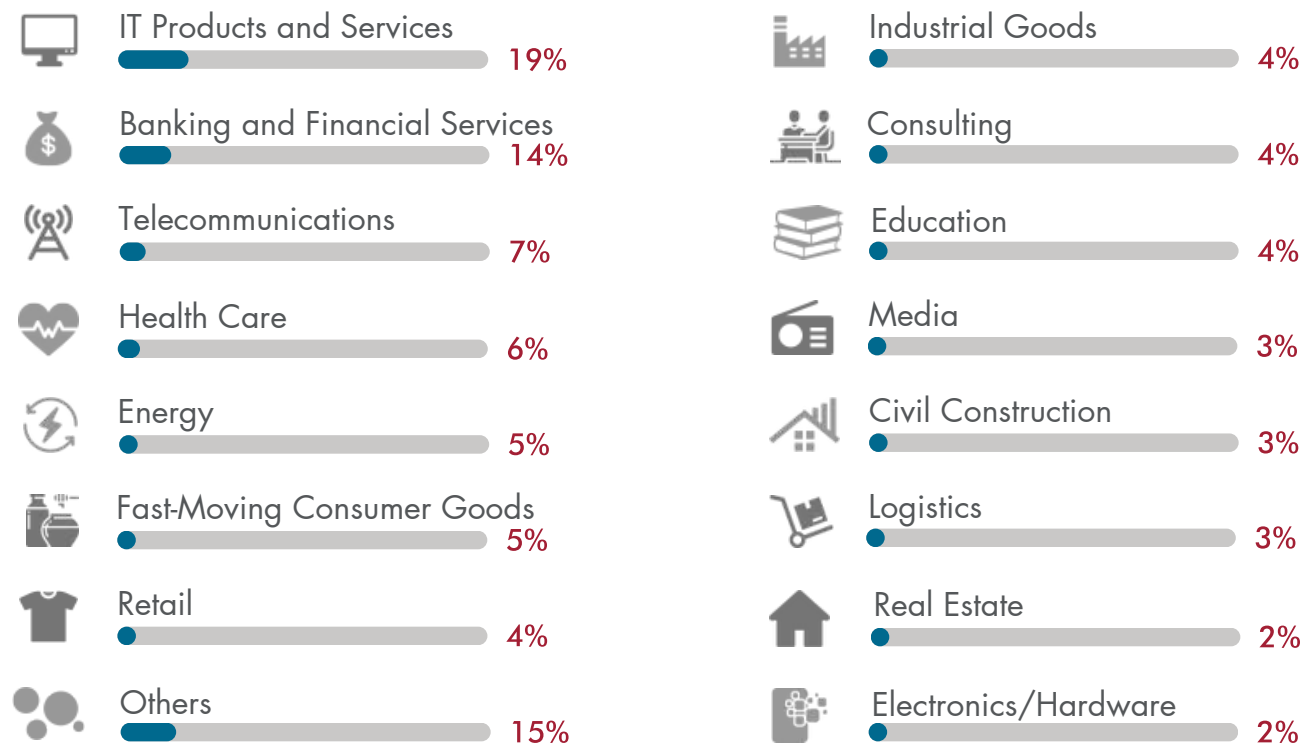


Note: each club has different governing rules for attendees and may not permit affiliate alumni to be members.
*Applicable on standard open enrollment courses at MIT Sloan Executive Education, with some exclusions.

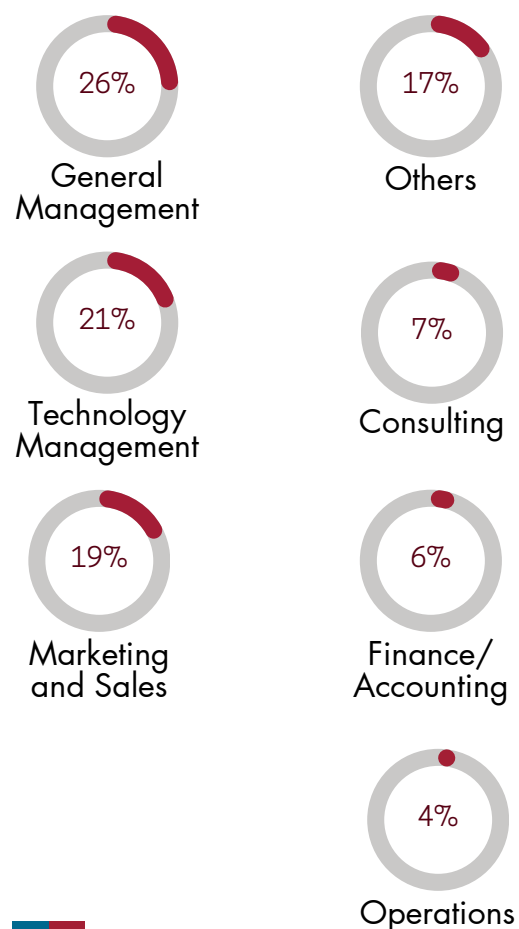


PAST PARTICIPANT PROFILES

Industries



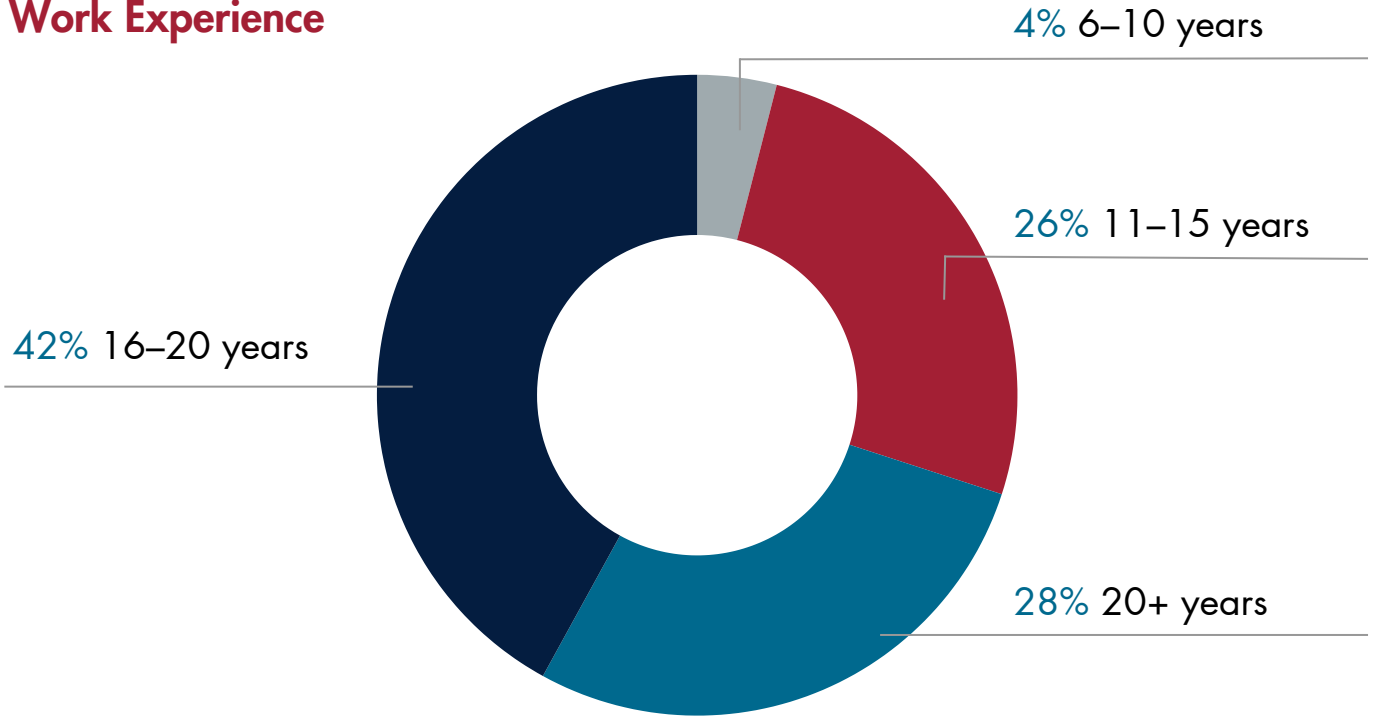
Functions



PAST PARTICIPANT PROFILES



Work Experience



Geographies



MEET THE FACULTY

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 he 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 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 an MBA from the MIT Sloan School of Management and a BS from the University of Illinois.



An aerial photograph of a city, likely San Francisco, showing a dense urban landscape with various buildings and a prominent circular structure in the lower right. A large, semi-transparent red rectangle is overlaid on the left and center of the image, containing white text and two vertical white lines. The text is a testimonial from a student.

"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

MEET THE FACULTY



WILLIAM AULET

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



PIERRE AZOULAY

International Programs
Professor of Management



JAKE COHEN

Senior Associate Dean for
Undergraduate and
Masters 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 Professor of
Organization Studies



LOREDANA PADUREAN

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



STEPHANIE WOERNER

Principal Research Scientist and
Executive Director, 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.



CERTIFICATE

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.





APPLICATION PROCESS

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

Round 1: June 18, 2024

Application Fee: US\$200

Round 2: July 11, 2024

Application Fee: US\$200

Round 3: August 2, 2024

Application Fee: US\$250

Round 4: August 22, 2024

Application Fee: US\$300

Round 5: September 12, 2024

Application Fee: US\$300

Round 6: October 3, 2024

Application Fee: US\$300

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

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SCHEDULE A CALL

APPLY NOW

Emeritus

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