



AI FOR SENIOR EXECUTIVES



HARNESS AI FOR BUSINESS SUCCESS

Drive AI Solutions that Deliver Value

Artificial intelligence (AI) is transforming all facets of business. It has reached an inflection point where organizations that hesitate to adopt this disruptive technology will find it difficult to compete. This makes it imperative for contemporary business leaders to understand the impact of generative AI (gen AI) and other forms of AI and technology on their function, organization, and industry. Furthermore, they must be prepared to strategically and responsibly invest in AI, taking into account the business value and risks.

The AI for Senior Executives program from MIT xPRO is designed with the discerning needs of corporate leadership in mind. It provides a clear framework for identifying and implementing the AI solutions that best fit your organizational goals, while developing you as an influential leader and change agent. By focusing on practical applications, including streamlining operations through automation, enhancing data-driven decision making, and refining customer interactions, this program equips executives with the knowledge to effectively integrate AI technologies for improved business outcomes.

The six-month, highly interactive program is delivered through a blended format that presents an opportunity to learn in person from esteemed, world-renowned faculty at the Massachusetts Institute of Technology (MIT), leveraging the MIT ecosystem. In addition, self-paced online sessions allow you to accommodate learning around your busy work schedule. You will emerge well-versed in AI, with the confidence to make informed decisions that position your organization for long-term success. You will also build your capabilities as a strategic and agile leader who can navigate the ever-changing digital landscape.

99%

CEOs are planning on investing in generative AI.

Source: EY

80%

of executives think automation can be applied to any business decision.

Source: Gartner

Why MIT xPRO and CSAIL?

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 ranked #1 in Forbes America's Top Colleges list of the nation's best schools. MIT is dedicated to providing rigorous academic study, innovative research and scholarship, and a diverse campus community.

MIT's motto, Mens et manus ("Mind and hand" in Latin), epitomizes the university's dedication to education focused on practical solutions.

Through MIT xPRO—one of the institute's online learning platforms—global executives can access vetted content from world-renowned experts anytime, anywhere. Designed using cutting-edge research in the neuroscience of learning, MIT xPRO programs are application-focused, helping business leaders build their skills on the job and in real time.

Computer Science and Artificial Intelligence Laboratory (CSAIL) has pioneered new approaches to computing that improve how people work, play, and learn. Researchers here imagine and build the future by developing fundamental new technologies and conducting basic research that furthers the field of computing and its applications. At CSAIL, no question is too crazy, no future is too far off. It takes pride in imagining the impossible and then looking for ways to make it possible.



Learning Outcomes

- Analyze AI tools to identify opportunities for improving organizational efficiencies, cost savings, providing customer insights, and generating new product ideas
- Apply fundamental concepts of generative AI, including prompt engineering and model design, to solve specific business challenges
- Analyze the ethical, social, and regulatory considerations in implementing AI within organizations
- Create a roadmap for leveraging AI to drive organizational transformation
- Develop a leadership strategy for managing change and fostering communication in AI-driven environments
- Identify appropriate AI technologies to improve products and streamline organizational processes
- Assess operational requirements for planning and developing AI applications that align with your organizational goals



Key Program Features



Blended Curriculum

Balance your busy work schedule with a stimulating learning journey, leveraging the best of online, live online, and in-person formats.



On-Campus Immersion

Engage with program faculty and your cohort peers during structured learning sessions on the MIT campus in Cambridge, Massachusetts.



Expert Faculty

Learn from renowned MIT faculty and research pioneers from CSAIL who are at the forefront of artificial intelligence, technology and engineering R&D, and leadership.



Success Coach

Receive guidance from a senior practitioner throughout the program to help craft your learning journey in line with your career goals.



Peer Learning

Interact with like-minded leaders from diverse industries and exchange views and ideas.



Live Sessions

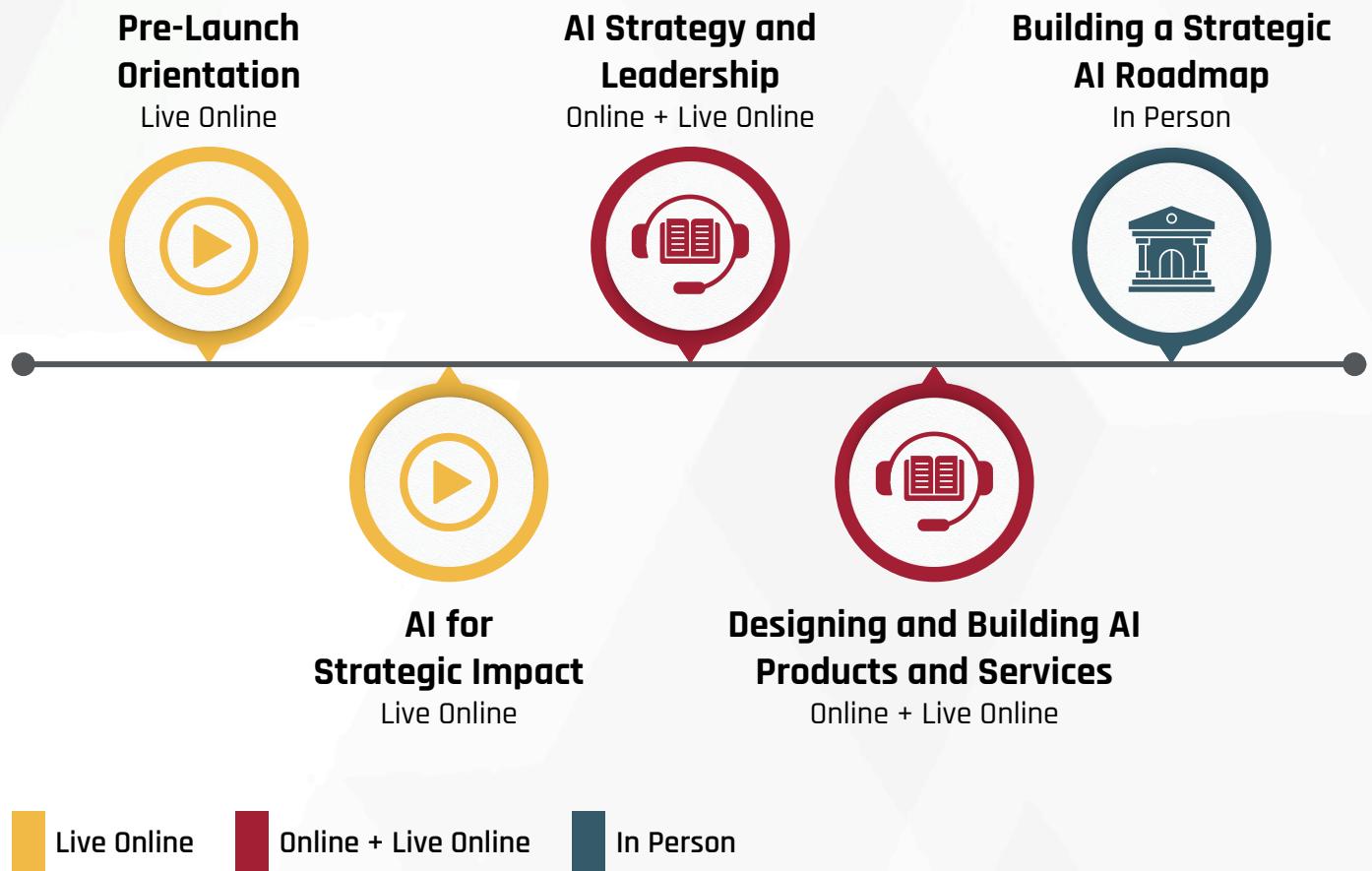
Experience live online and in-person sessions with faculty, the cohort success coach, and guest speakers.



Roadmap activity

Define a problem and construct a business case for the implementation of AI strategies in your organization.

Learning Journey



Note: Program schedule and curriculum are subject to confirmation.

Comprehensive Curriculum

The expertly curated curriculum is divided into four modules covering machine and deep learning, AI-based product design, AI strategy development and leadership, and how AI is revolutionizing the workplace and nature of work. It combines in-person immersions on the MIT campus in Cambridge, Massachusetts with online and live online sessions. In addition to the core curriculum, you will have the opportunity to participate in team-building activities, masterclasses with practitioners, a campus tour, and networking events during the in-person modules.

Strategic AI Roadmap Activity

Throughout the program, you will develop a strategic AI roadmap tailored to your organization. This hands-on journey will equip you to identify AI opportunities, design implementation strategies, address ethical considerations, and prepare your teams for AI adoption. By the end of the program, you will have a board-ready AI strategy, ensuring you can drive meaningful AI transformation and long-term business impact.

Comprehensive Curriculum

Phase 0

Program Orientation

2 weeks | Live online

Session dates

June 9–23, 2025

Get an introduction to the program through a webinar session, initiate your strategic AI roadmap journey and get the opportunity to become acquainted with your peers and the program success coach.

Phase 1

AI for Strategic Impact

1 week | Live online

Session dates

Starts on June 23, 2025

Become acquainted with AI and explore the shift in how data is analyzed, using machine learning to make predictions about future events and outcomes.

- AI Overview
- From Perception (Traditional Statistics) to Prediction (Machine Learning)
- Machine Learning Applications across Functional Areas

Phase 2

AI Strategy and Leadership

7 weeks | Asynchronous Online + Live Online

Session dates

TBD

Learn how you can leverage AI, foster agility, and drive innovation while ensuring ethical governance and data-driven decision-making for lasting organizational impact.

- AI and Leadership
- Architecting a Nimble Organization
- Developing a New Leadership Mindset for Data
- Developing Your Leadership Signature
- AI Governance
- Culture of Innovation

Note: Program schedule and curriculum are subject to confirmation.

Comprehensive Curriculum

Phase 3

Designing and Building AI Products and Services

10 weeks | Asynchronous Online + Live Online

Session dates

TBD

Understand the various stages involved in the design of AI-based products as well as the fundamentals of machine learning algorithms to solve practical problems.

- Introduction to the Artificial Intelligence Design Process
- Artificial Intelligence Technology Fundamentals—Machine Learning
- Artificial Intelligence Technology Fundamentals—Deep Learning
- Designing Artificial Machines to Solve Problems—Deep Learning
- Generative AI
- Designing Intelligent Human–Computer Interaction (HCI)
- Superminds—Designing Organizations that Combine Artificial and Human Intelligence
- Marketplace Frontiers of AI Design: Research
- Marketplace Frontiers of AI Design: Practice

Phase 4

Building a Strategic AI Roadmap

1 week | In Person | MIT Campus, Cambridge, MA

Session dates

November 3–7, 2025

Delve into the business case of AI and AI implementation, and how to harness the power of AI in the workplace.

- Preparing the Workforce and Generative AI
- AI Ready Workforce
- Applying AI: AI Adoption, Design, Security, and Regulation
- Leading an AI-Driven Company
- Strategic AI Roadmap Debrief
- Program Reflections and Closing with Faculty

Note: Phases 2 and 3 each include 1 week of orientation.

Note: Program schedule and curriculum are subject to confirmation.

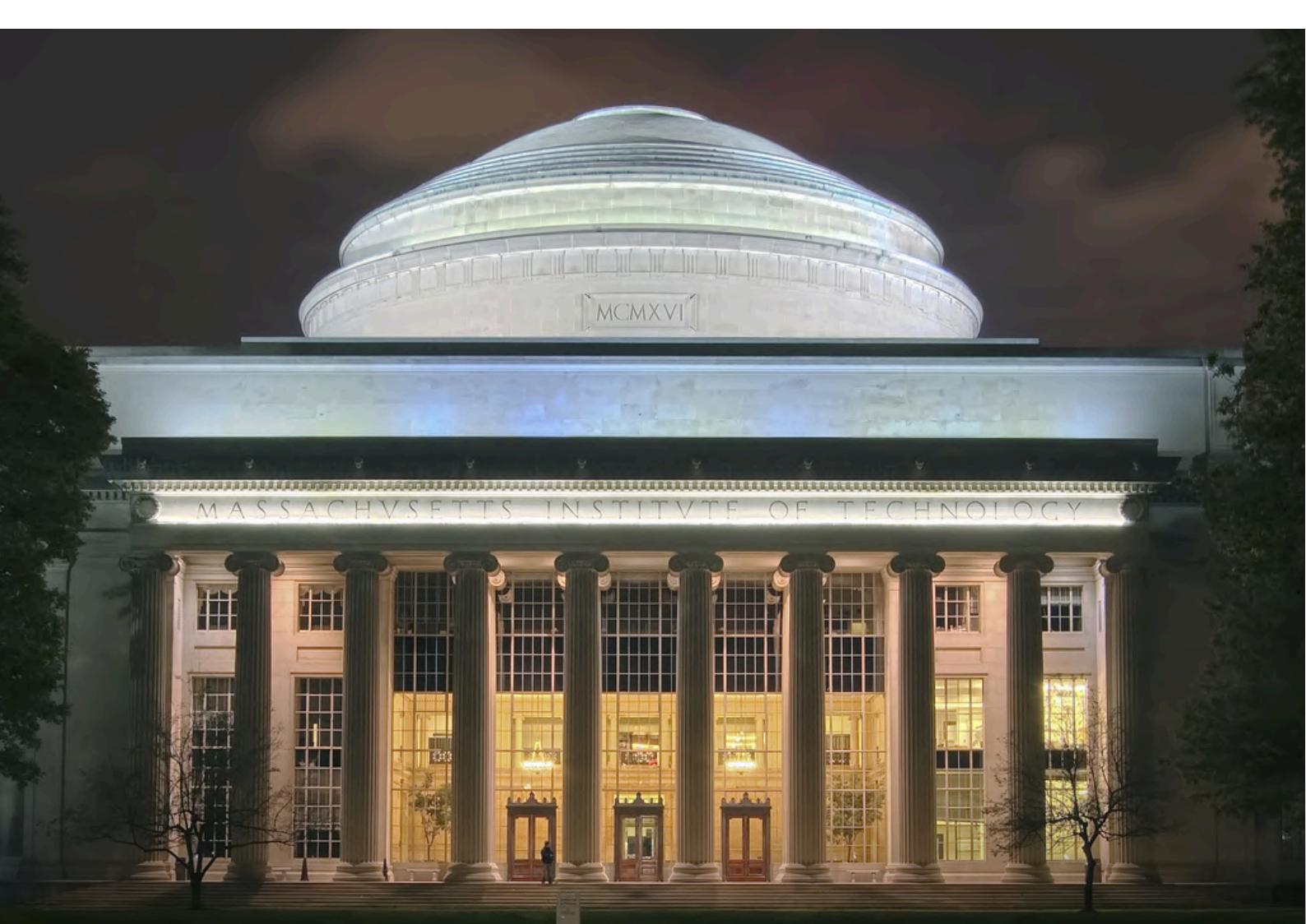
Expert Guidance and Dedicated Program Support

Success Coach

Through the course of the program, an industry expert assigned to your cohort will guide you through the program. With the mentorship of the success coach, you will have a trusted advisor to help clarify complex concepts, engage in meaningful discussions, and provide accountability and motivation to keep you on track. Through feedback and live sessions, you will stay motivated and connected with your cohort, ensuring a valuable and transformative learning experience.

Program Experience Manager

To ensure a smooth and seamless learning experience, a program experience manager assigned to your cohort will handle learning session logistics and support you with online modules and platform queries. They ensure every aspect of the program runs efficiently, allowing you to focus on your learning without distractions, both in the virtual sessions and during the in-person module.



Networking Event

2 Days, In person | MIT Campus, Cambridge, MA

Meet your cohort peers and faculty in person on the MIT campus for an immersive learning experience and networking event. The event will consist of masterclasses with practitioners. Engage in structured networking activities with your peers, industry executives, and faculty to create a lifelong community of global executives.

Note: An additional registration fee of \$250 will apply.



Meet the Faculty



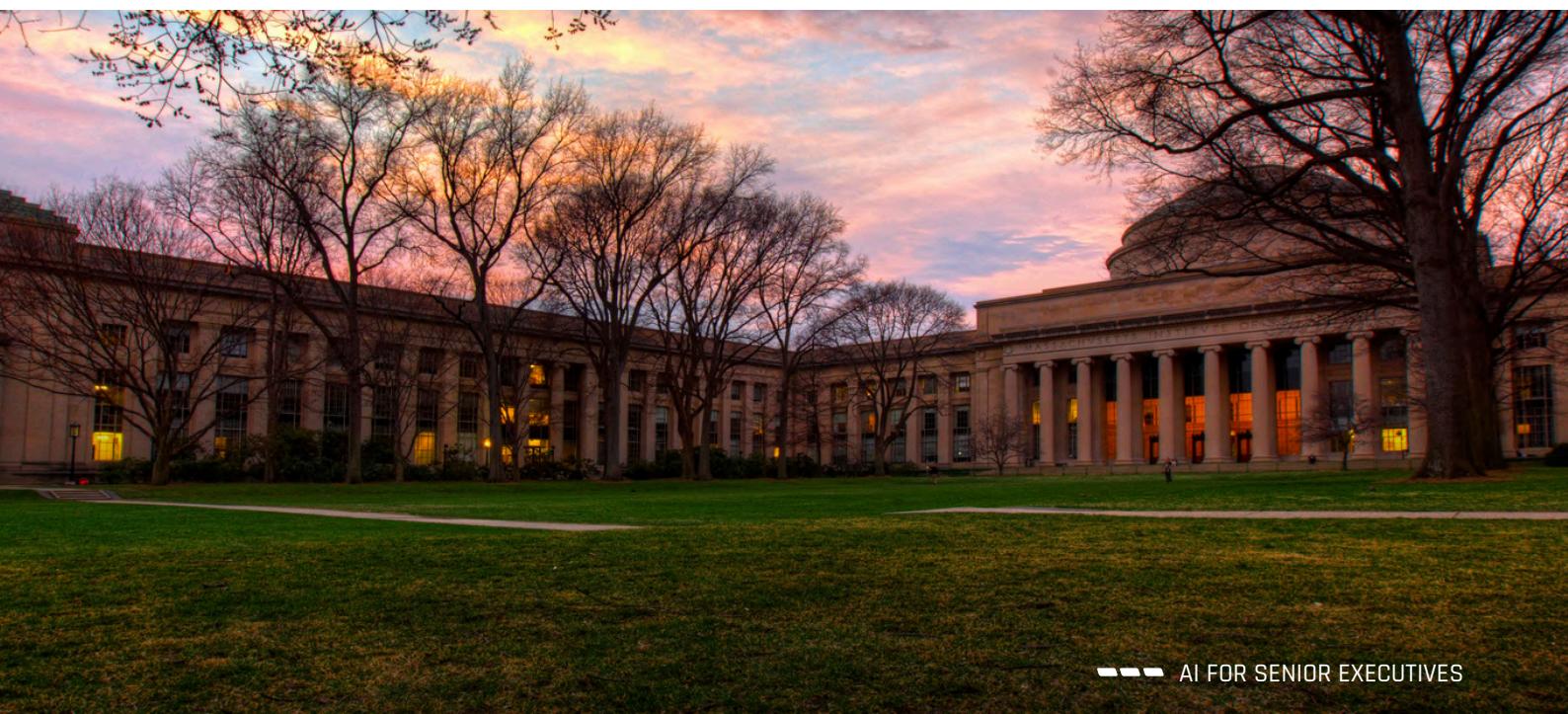
Daniela Rus

Program Director, Director of the MIT Computer Science and Artificial Intelligence Laboratory

Daniela Rus is the director of the Computer Science and Artificial Intelligence Laboratory (CSAIL) at MIT, where she is paving the path for a future where robots will naturally integrate into the fabric of human life.

Her research focus is on the science and engineering of autonomy and intelligence. Key aspects involve improving the physical capabilities of machines; enhancing their cognitive abilities for machine learning, control, planning, and reasoning; and developing technologies that enable seamless interaction between machines and people. Rus has published an extensive collection of articles spanning the fields of robotics, AI, machine learning, and computational design. Her articles appear in prestigious computer science journals, including *Nature Machine Intelligence*, *Science Robotics*, and *Advanced Intelligent Systems*.

Rus is the recipient of multiple awards, including the IEEE Robotics and Automation Technical Award 2023, the IEEE Pioneer in Robotics and Automation Award 2018, and Constellation Research Business Transformation 150 (BT150) Award 2019. She was also named as one of The Boston Globe's Tech Power Players 50 2022, AI Magazine's Top 10 Women in AI 2021, and Forbes Incredible Women Advancing AI Research 2017. She is a MacArthur Fellow who serves on the boards of MBZUAI (the world's first AI postgraduate research university with students from 40 countries) and Mass Robotics (the largest independent nonprofit robotics innovation center).



Program Faculty

The program faculty makes up a blend of practitioners and thought leaders who are experts in their fields.



Deborah Ancona

Professor, MIT Sloan
School of Management



Duane Boning

Associate Director,
Microsystems
Technology Laboratories



Andrew Lippman

Senior Research Scientist
at MIT and Associate
Director of the Media Lab



Alex Pentland

Professor, MIT Media
Arts and Sciences



Stefanie Mueller

Associate Professor,
MIT CSAIL Science and Artificial
Intelligence Laboratory (CSAIL)



Bruce Lawler

Managing Director, MIT Machine
Intelligence in Manufacturing
and Operations; Director,
Applied Machine Intelligence
Manufacturing and Operations



Brian Subirana

Full Professor of Artificial
Intelligence at EADA
Business School



Thomas W. Malone

Patrick J. McGovern Professor
of Management, MIT Sloan
Founding Director, MIT Center
for Collective Intelligence

Note: Program faculty is subject to change for each cohort.

Participant Profile

This program is ideal for senior executives from across functions and industries who recognize the importance of AI and are looking to understand its different applications while expanding their knowledge of technology trends. They may have the propensity to adopt AI technologies to transform business operations and improve performance, create an AI-based product, or learn about the business implications of using AI, including the associated organizational and managerial aspects.

Participants are required to have:



Minimum 10 years
of work experience

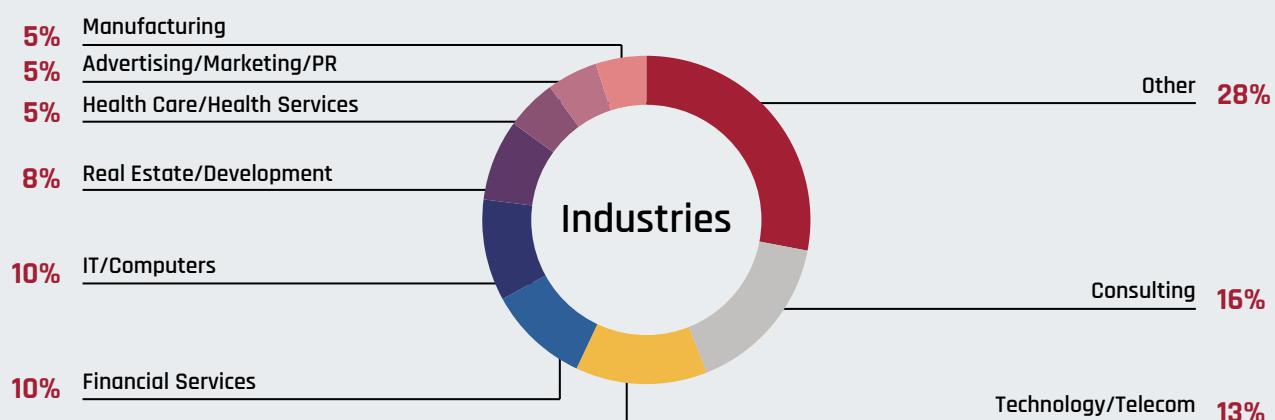
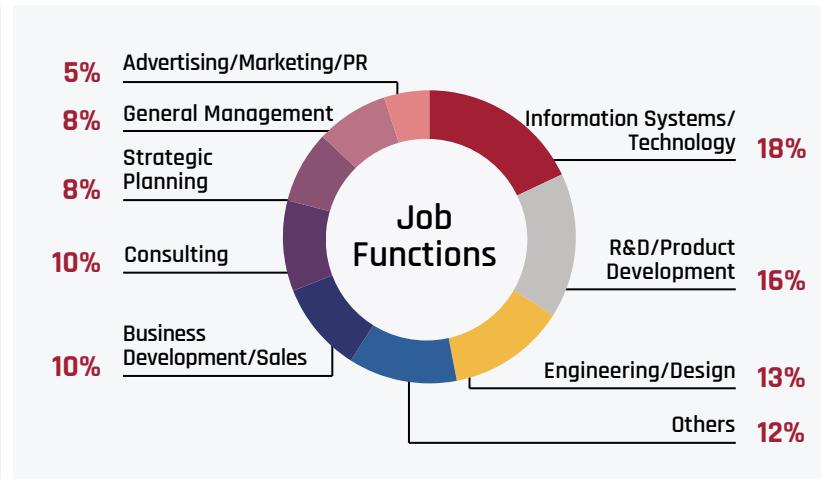
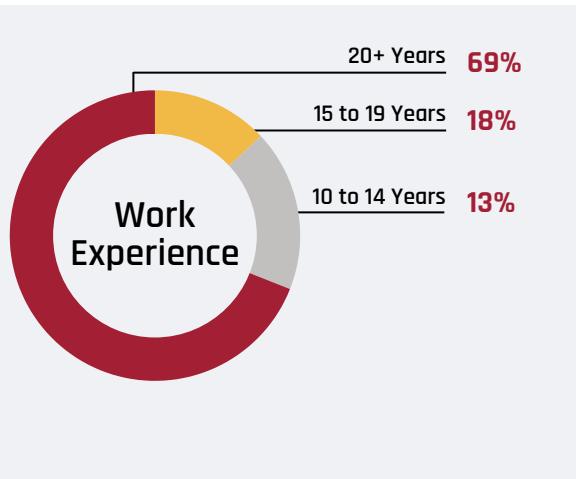


Fluency in written
and spoken English



International
exposure (preferred)

Past Participants



Certificate

Upon successful completion of this program, you will receive a verified certificate of completion from MIT xPRO.



Next Steps

To apply to the program, please complete the online [application form](#).

Start date: June 12, 2025

Program fee: US\$25,000

Inclusions: Program materials | Coffee breaks, lunches and select dinners during the in-person immersions

Exclusions: Accommodations for the in-person event, travel expenses (domestic, international, visa fee, etc.), networking event registration fee, and other expenses not mentioned in the program fee

Application deadlines and fees

Round 1

Date: February 24, 2025
Fee: US\$150

Round 2

Date: March 11, 2025
Fee: US\$150

Round 3

Date: April 1, 2025
Fee: US\$150

Round 4

Date: April 22, 2025
Fee: US\$150

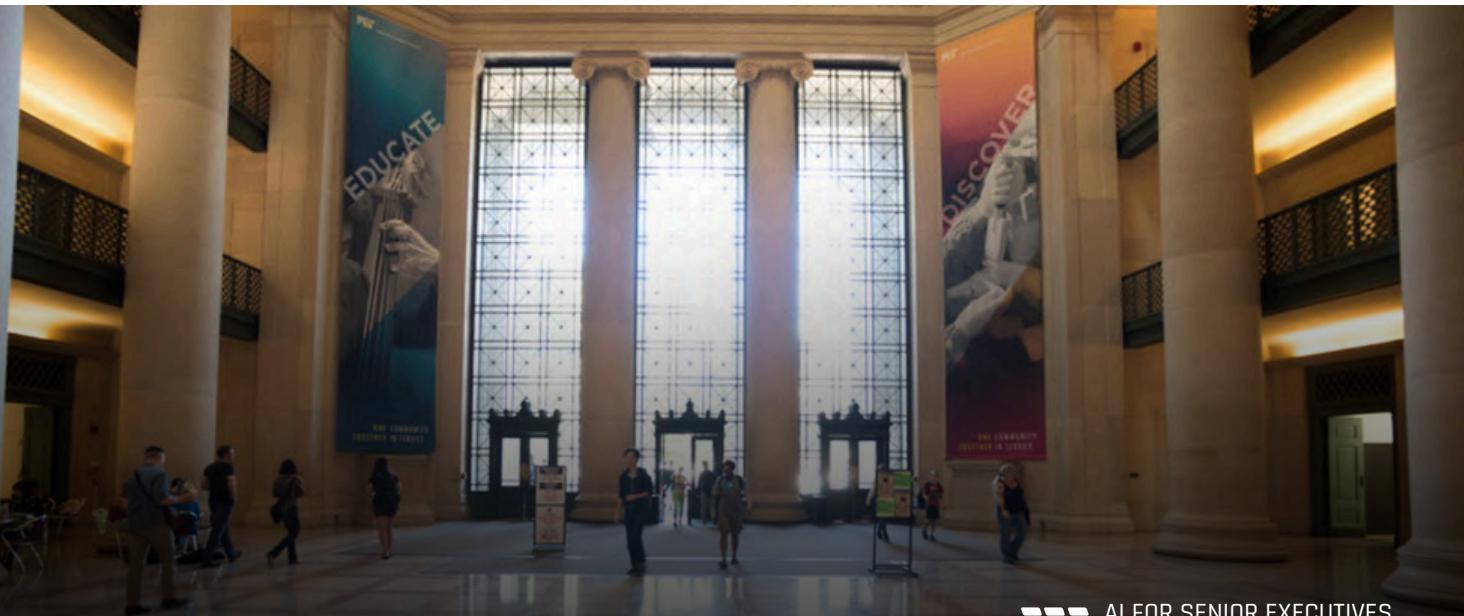
Round 5

Date: May 13, 2025
Fee: US\$150

Round 6

Date: June 3, 2025
Fee: US\$150

Please note: Admissions to the program are evaluated on a rolling basis. We strongly recommend interested participants apply early. As two immersions 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.



About MIT xPRO

MIT xPRO is collaborating with online education provider Emeritus to offer a portfolio of high-impact programs. These programs leverage MIT xPRO's thought leadership in technology and management developed over years of research, teaching, and practice.

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You can apply to the program here.

Apply Now

Easily schedule a call with an advisor to learn more.

Schedule a Call

Delivered in collaboration with

