

MIT
MANAGEMENT
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT

INTERNET OF THINGS: BUSINESS IMPLICATIONS AND OPPORTUNITIES

ONLINE SHORT COURSE

Explore the opportunities for your business with IoT, from demystifying and defining IoT to creating a roadmap for its real-world application

Certificate Track: Management and Leadership

ABOUT THIS COURSE

This 6-week online executive program will look at the field of IoT, which is commonly understood to entail the inter-networking of devices in the physical world by fitting them with sensors and network-connected devices. While most courses today treat IoT as a technological topic, this course takes a different approach. IoT is not a technology, it's a leadership opportunity; a mechanism to transform businesses.

The program, therefore, aims to help people envision and lead IoT-based transformations, not just understand the technical elements. The goal is to demystify IoT jargon so that managers can start to achieve the strategic advantage IoT makes possible.

WHAT THE PROGRAM COVERS

This **MIT Sloan Executive Education Internet of Things program** will provide participants with an introduction to the necessary technologies, skill components, and enablers and constraints for using IoT in a business. It provides many examples where IoT is already transforming customer experience, operations and business models.

It also explains the four key elements of leadership capability that make transformation possible through IoT. Real-world case studies, senior executive interviews, self-assessments, and practical assignments will guide participants as they construct a personal roadmap to gain strategic advantage from IoT.



US\$2600



6 weeks,
excluding orientation



6–8 hours/week of self-paced
learning, entirely online*

*The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time.

“Having been active in the connected car space for over 10 years, this program helped me gain a better understanding of new market opportunities while focusing on internal and external business processes. A truly enriching experience with great interaction and insight from business professionals across the world.”

– SHREYAS PATEL
MANAGING DIRECTOR, CYBER TRACE LTD.
PAST PARTICIPANT

THIS PROGRAM IS FOR YOU IF:



You want to plan for the transformation IoT will bring by leading a competitive business strategy within your organization, capitalizing on the skills necessary for change



You realize IoT is a business opportunity and a strategic concern that needs to be prioritized by leaders, and that it is not exclusive to IT experts



You want to ensure your business stays relevant by exploring the opportunities for potential application of IoT, backing your abilities with an MIT Sloan Executive Education certificate of completion**

**Certificates of completion are issued in your legal name upon successfully completing a program according to the program completion criteria outlined during the course. No certificate will be issued to you if you do not meet the stipulated requirements for the award of a certificate.

WHO SHOULD TAKE THIS COURSE?

IoT is a growing field that is likely to have a significant impact on business operations and efficiency in the next few years. If your company would benefit from an increased ability to coordinate and control aspects of productivity, this IoT program is for you. Whether you're a middle manager, senior manager, entrepreneur with an existing company, or a new business owner, this program will help you identify how IoT will affect your organization, as well as better understand how to capitalize on the opportunities IoT provides.

If you're involved in the field of operations, this program will help you have a direct impact on production strategy using IoT. This program is also aimed at those in more technical roles who would like to take on a leadership or managerial role in implementing a unique and effective business strategy for their organization. The program's teachings are transferable across a multitude of industries, helping you have a greater influence in your organization.



“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 behaviours that participants will take back to their teams and propagate throughout their organizations.”

– PAUL MCDONAGH-SMITH, DIGITAL CAPABILITY LEADER, MIT SLOAN EXECUTIVE EDUCATION

WHAT YOU WILL LEARN

This executive program integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as written study guides (course notes). There are opportunities for collaborative learning through discussion forums to provide participants with a complete overview of the field of IoT in business contexts, including emerging and innovative topics. The following modules contribute to the holistic approach your learning path takes:

ORIENTATION

WELCOME TO YOUR ONLINE CAMPUS

ONE WEEK

You'll be welcomed with a personal call and get introduced to your online teaching and technical support network. Begin connecting with fellow students 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 student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

MODULE 1

DEMYSTIFYING THE INTERNET OF THINGS

Demonstrate the role of leadership and technological capabilities in implementing IoT for strategic advantage in business.

MODULE 2

LEADING IOT: LEVELS OF MASTERY

Evaluate the mastery of leadership capabilities in an organization.

MODULE 3

LEADERSHIP CAPABILITIES

Assess the mastery of digital capabilities in an organization.

WHAT IS MIT SLOAN?

Find out more about

THE MIT SLOAN SCHOOL OF MANAGEMENT



MODULE 4

AN OVERVIEW OF KEY IOT TECHNOLOGIES

Articulate how key IoT technologies can improve organizational productivity and add value.

MODULE 5

ALIGNING IOT AND STRATEGY

Recommend strategies for developing the necessary skills and foundational capabilities to support the implementation of IoT technologies within an organization.

MODULE 6

CREATING AN IOT ROADMAP FOR THE FUTURE

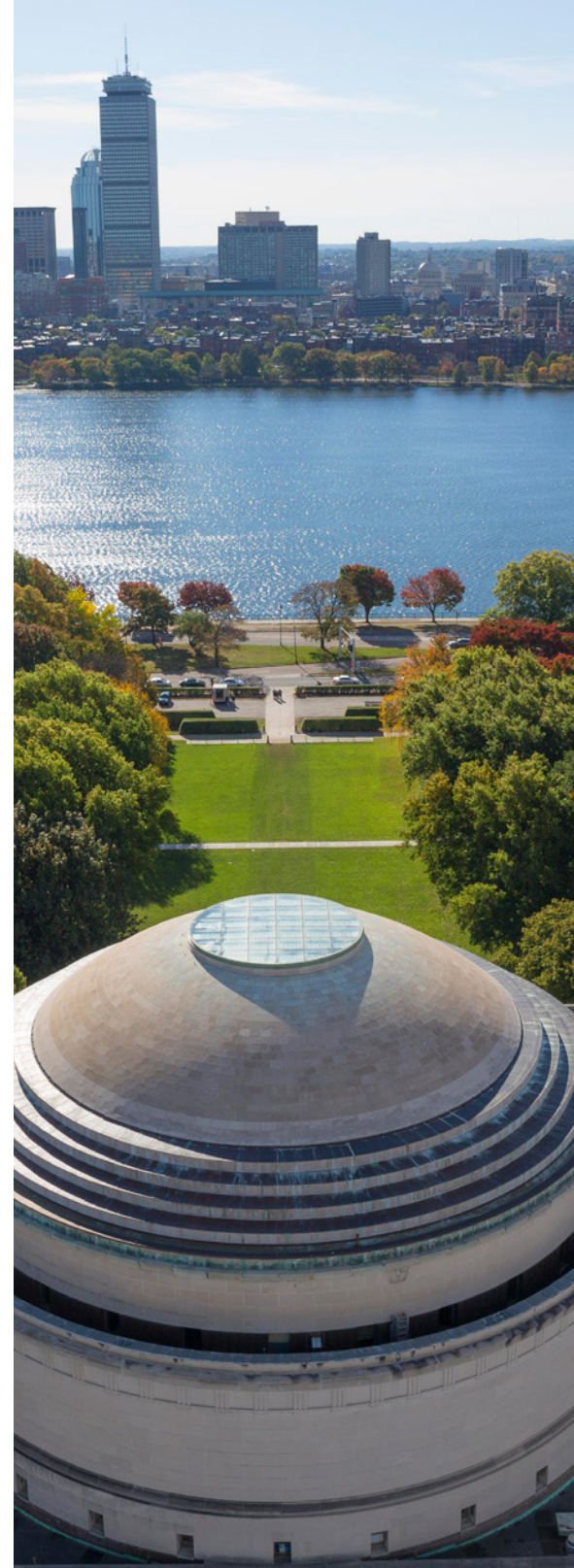
Create a roadmap for the implementation of IoT in a business context.

“George Westerman is a phenomenal teacher, and I mean teacher in the very sense of the word. It’s not easy to teach executives...much less get their attention. His ability to tie real-world feedback into a methodology was impressive and made the content jump to life.”

– DIRECTOR, SUPPLY CHAIN TRANSFORMATION, HEWLETT
PACKARD CORPORATION

WHY MIT SLOAN EXECUTIVE EDUCATION?

Learn more about
**THE MIT SLOAN
ADVANTAGE**



WHO YOU'LL LEARN FROM

YOUR FACULTY DIRECTOR

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



GEORGE WESTERMAN

Dr. George Westerman is a Principal Research Scientist with the MIT Sloan Initiative on the Digital Economy. An award-winning author and speaker who is widely considered a pioneer

of research into Digital Transformation, George helps senior executives drive new competitive advantage through

technology. He is the author of numerous articles and three award-winning books including *Leading Digital: Turning Technology Into Business Transformation*. In addition to research and teaching, George serves as a member of the Board of Directors of the Technology Business Management Council and Co-Chairman of the MIT Sloan CIO Leadership Awards.

FACULTY MEMBERS



SANJAY SARMA

Sanjay Sarma is the Fred Fort Flowers (1941) and Daniel Fort Flowers (1941) Professor of Mechanical Engineering at MIT. He is the first Dean of Digital Learning at MIT. He co-founded the

Auto-ID Center at MIT and developed many of the key technologies behind the EPC suite of RFID standards now used worldwide. He was also the founder and CTO of OATSystems, which was acquired by Checkpoint Systems (NYSE: CKP) in 2008. He serves on the boards of GS1, EPCglobal and several startup companies including Senaya and ESSESS. Dr Sarma received his Bachelors from the Indian Institute of Technology,

his Masters from Carnegie Mellon University and his PhD from the University of California at Berkeley.

Sarma also worked at Schlumberger Oilfield Services in Aberdeen, UK, and at the Lawrence Berkeley Laboratories in Berkeley, California. He has authored over 75 academic papers in computational geometry, sensing, RFID, automation and CAD, and is the recipient of numerous awards for teaching and research including the MacVicar Fellowship, the *Business Week* eBiz Award and *InformationWeek's* Innovators and Influencers Award. He advises several national governments and global companies.

YOUR SUCCESS TEAM

GetSmarter, with whom MIT Sloan Executive Education are collaborating to deliver this online program, provide a personalized approach to online education which ensures you're supported throughout your learning journey



HEAD LEARNING FACILITATOR

A subject expert who'll guide you through content-related challenges



SUCCESS MANAGER

Your one-on-one support available during University hours (9am - 5pm EST) to resolve technical and administrative challenges



GLOBAL SUCCESS TEAM

Available 24/7 to solve your tech-related and administrative queries and concerns

A POWERFUL COLLABORATION

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

WHAT IS 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 and, through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers non-degree 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 broaden access to its on-campus offerings in a collaborative and engaging format that stays true to the quality of MIT Sloan and MIT as a whole.

WHAT IS GETSMARTER?

GetSmarter is an online education company collaborating with leading universities to present career-focused online short courses. GetSmarter's high-touch, people-driven approach to online learning — centered around the importance of human support — has resulted in an aggregate completion rate consistently above 90% serving more than 48,000 participants over almost a decade.

MIT SLOAN CERTIFICATE OF COMPLETION

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. Your certificate will be issued in your legal name and couriered to you, at no additional cost, upon successful completion of the program, as per the stipulated requirements. This program also counts towards an MIT Sloan Executive Certificate.



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 quizzes and ongoing project submissions, culminating in the development of your own IoT roadmap.

Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS

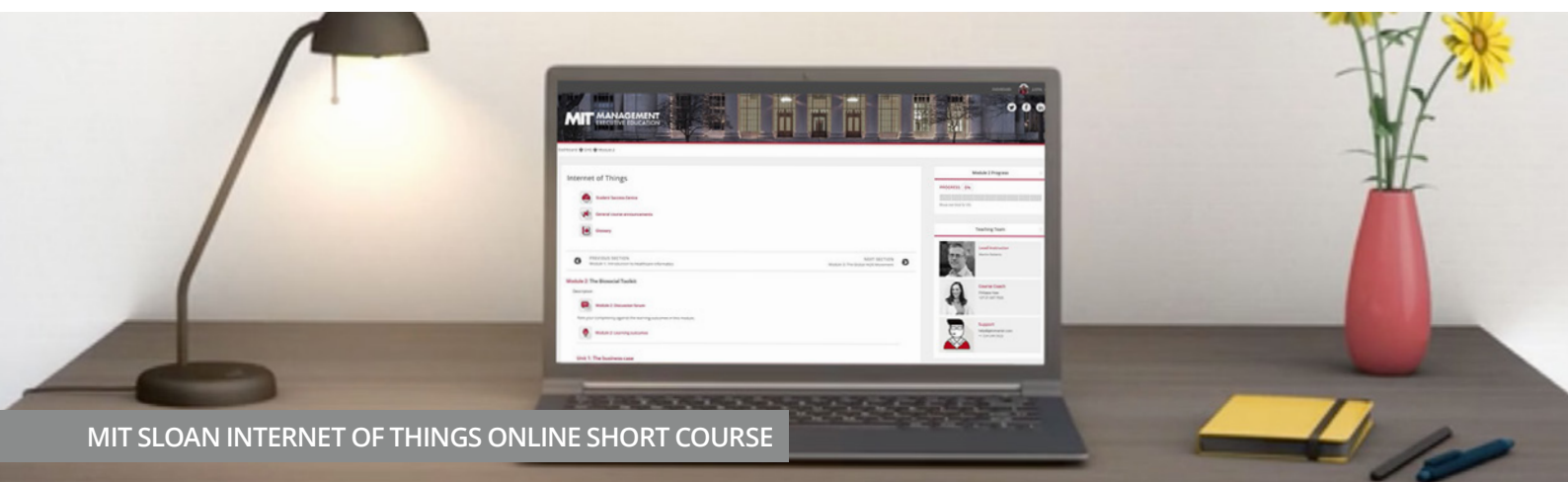
In order to complete a course, you'll need a current email account and access to a computer and the internet. You should be familiar with using a computer and accessing the internet, as you may need to read documents in [Adobe PDF Reader](#), view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word. Installing [Adobe Flash Player](#) will give you full access to certain course content, such as interactive infographics. However, you'll still have access to this content in the form of a downloadable PDF transcript if you'd prefer not to use Flash.

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 course. 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 a Course Consultant before registering for this course if you have any concerns about this affecting your experience with the Online Campus.





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Ready to lead your business into the future with IoT?

REGISTER NOW

CONTACT US

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EMAIL: mitsloan@getsmarter.com