

# Empower your workforce with trusted executive education.



IEEE | Rutgers Online Mini-MBA for Engineers was developed to help corporate employees bridge the gap between business and engineering as they prepare for growth into management roles. It is the only online Mini-MBA program specifically designed for engineers.

## PROGRAM HIGHLIGHTS



### **HIGHLY SPECIALIZED** course curriculum

Developed by top-rated IEEE Subject Matter Experts and Rutgers Business School faculty members and based upon real-world business and engineering best practices.



### **CONVENIENT** self-paced on-demand class format

In 15 weeks or less, employees study timely topics and develop applicable skills through the powerful combination of expert-led instruction and peer interaction.



### **FLEXIBLE** learning anytime, anywhere

Self-paced video lessons are paired with interactive assessments, live office hours, and a Capstone Project to help employees maintain that critical work-life balance.

For more information about this program, contact an IEEE Account Manager or visit <https://forms1.ieee.org/IEEE-Rutgers-Mini-MBA-for-Engineers.html>

### OBJECTIVES:

Upon successful completion of the Mini-MBA program, learners will:

- Discern how organizational decisions are made, with both technical and operational considerations.
- Understand how different functional groups interact to achieve overall goals.
- Apply their newly developed business skills to better align their technical capabilities with business strategy.

### BENEFITS:

- Provides tactics immediately applicable to current job roles or functions
- Demonstrates commitment to developing and retaining employees
- Offers online, perpetual access to course materials for reference as employees are pulled into projects on the job
- Provides academic credits that can be applied toward future education goals, as well as credits for Professional Engineering licenses
- Offers learning opportunities in small increments that can be incorporated into a workday
- Allows learners to acquire a unique skill set that is fundamental to many organizations' products and service lines
- Provides a lower cost and shorter time commitment compared to traditional graduate degree programs
- Customizable with an available add-on option to tailor the Capstone Project topic to suit your organization's needs

- Business Strategy
- Business Ventures and Innovation
- Managing New Product Development
- Analyzing Financial Statements
- Keys to Successful Negotiation
- Impacts of Global Economics
- Managing Human Capital
- Selling Ideas and Influencing People
- Intellectual Property Strategy
- Transformational Agility

### ABOUT IEEE

IEEE, a not-for-profit organization, is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. Through its more than 417,000 members in over 160 countries, IEEE is a leading authority on areas ranging from aerospace systems, computers, and telecommunications to biomedical engineering, electric power, and consumer electronics, among other technologies.

### ABOUT RUTGERS BUSINESS SCHOOL

With a world-class faculty, highly ranked academic programs, strong industry connections, motivated students, and a powerful alumni network, Rutgers Business School is revolutionizing business education. Rutgers Business School-Newark and New Brunswick is recognized as one of the top three business schools in the New York City Region, and is the highest-ranked business school in New Jersey.

### Rutgers Business School 2018 Rankings

- #1 Public Business School in the Northeast U.S.—*Financial Times*
- #2 Top 25 North American Supply Chain Undergraduate Programs—Gartner
- #2 Top MBA program in Supply Chain Management Find—MBA.com
- #2 Top Executive MBA program in Economic—*Financial Times*
- #3 Top Executive MBA program in Statistics—*Financial Times*

For more information about this program, contact an IEEE Account Manager or visit <https://forms1.ieee.org/IEEE-Rutgers-Mini-MBA-for-Engineers.html>