

# 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 technical professionals.

## 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 at [Mini-MBA@ieee.org](mailto:Mini-MBA@ieee.org)

### 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 Ventures and Innovation
- Managing New Product Development
- Analyzing Financial Statements
- Keys to Successful Negotiation
- Impacts of Global Economics
- Sales and Marketing in Practice
- Data Driven Problem Solving
- Leadership Strategy

### 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 400,000 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 Rankings

- #1 Public Business School in the Northeast (MBA)—Bloomberg Businessweek (2022)
- #15 Best Public Business School in the U.S. (MBA)—Bloomberg Businessweek (2022)
- #16 MBA employment nationwide (Full-Time MBA)—U.S. News & World Report (2022)
- #16 Top 25 public MBA programs in the U.S. (Part-Time MBA)—U.S. News & World Report (2022)
- #22 Top 25 public MBA programs in the U.S. (Full-Time MBA)—U.S. News & World Report (2022)
- #28 Top MBA programs in the U.S. (Part-Time MBA)—U.S. News & World Report (2022)
- #37 Best Business School in the U.S. (MBA)—Bloomberg Businessweek (2022)
- #44 Top MBA programs in the U.S. (Full-Time MBA)—U.S. News & World Report (2022)

For more information about this program, contact an IEEE Account Manager at [Mini-MBA@ieee.org](mailto:Mini-MBA@ieee.org)