

Subject Line: IEEE | Rutgers Online Mini-MBA for Engineers

Dear Manager,

I have recently been researching continuing education resources that can be done online, specifically for engineers. During that time, I began evaluating and kept coming back an online program offered from IEEE & Rutgers Business School.

The 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 leadership roles. It is the only online Mini-MBA program specifically designed for engineers and technical professionals.

Here are some quick facts that I found:

- Highly specialized course curriculum: Developed by top-rated IEEE subject matter experts and Rutgers Business School faculty and based upon real-world business and engineering best practices.
- Convenient self-paced on-demand class format: In 15 weeks or less, learners study timely topics and develop applicable skills through the powerful combination of expert-led instruction and peer interaction.
- Flexible learning anytime, anywhere: Video lessons are self-paced, helping learners maintain that critical work-life balance. When combined with live office hours and a team-based capstone project, learners get the benefits of flexible learning as well as interactive sessions.

Here are the top reasons I would recommend going through the IEEE | Rutgers Online Mini-MBA for Engineers:

- Provides a cost-effective way for learners to develop leadership/business skills
- Demonstrates commitment to developing and retaining learners
- Provides tactics immediately applicable to current job roles or functions

I would be happy to help facilitate the conversation between our team and our IEEE account Manager to enroll myself as well as others within our organization if they are also interested in participating in the program. Please let me know if you have any questions or if you would like any more information.

Sincerely,
[YOUR NAME HERE]