



IEEE | Rutgers Online

Mini-MBA: Artificial Intelligence

Master AI for Business Innovation.



RUTGERS
Rutgers Business School
Executive Education



IEEE | Rutgers Online Mini-MBA: Artificial Intelligence

In today's innovation-driven world, professionals must grow beyond their core expertise to stay competitive. IEEE subject matter experts partnered with Rutgers Business School to develop a mini-MBA program for professionals based on real-world business and AI best practices.

The **IEEE | Rutgers Online Mini-MBA: Artificial Intelligence** program is designed to help business professionals understand and apply AI strategically—without needing a technical background.

What is a mini-MBA?

Mini-MBA programs are industry-recognized, certificate-bearing educational opportunities that enable professional learners to develop their skills and acumen in specialized business areas within an accelerated duration. Learners have the opportunity to secure new skills and obtain industry-relevant knowledge that can immediately be applied in day-to-day operations and help accelerate their career trajectory.

Contact us to learn more about this program:

mini-MBA@ieee.org | innovate.ieee.org/rutgers-mini-mba-for-ai



WHO SHOULD PARTICIPATE IN THIS PROGRAM?



EXPERIENCE

- Mid-to-senior professionals
- Directors, VPs, and senior managers
- Ambitious early-career professionals



KNOWLEDGE

- Professionals from any industry
- Non-technical leaders and managers
- Anyone seeking career growth



EDUCATION/BACKGROUND

- Bachelor's degree recommended (any field)
- Great for MBA holders seeking updated AI insights

PROGRAM HIGHLIGHTS

TEN SELF-PACED ONLINE MODULES

Approximately 3.5 hours of instruction each

TOPICS INCLUDE: data analytics, process optimization, finance, and ethics



LIVE

interactive sessions
with artificial intelligence
and business faculty



ONLINE

discussion forum
for additional
collaboration



CUSTOMIZABLE

capstone project
to synthesize and
apply learning

OBJECTIVES

Upon successful completion of the mini-MBA program, learners will be able to:

- Gain strategic insights and actionable strategic knowledge in AI-powered automation principles and terminology.
- Understand AI's impact on core business functions and learn how to effectively collaborate with technical teams or vendors leveraging AI technology.
- Develop a roadmap for assessing and applying AI capabilities within their organization.

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ADVANCED
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 AI best practices.



CONVENIENT
on-demand
class format

In 12 weeks or less, employees study timely topics and develop applicable skills through the powerful combination of expert-led instruction and peer interaction.



FLEXIBLE
focused sessions led
by expert instructors

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

EARN CERTIFICATES AND CREDITS

- Co-branded IEEE | Rutgers Executive Education certificate
- Three credit waiver that may count toward a future MBA degree
- CEU/PDH credits available
- Digital badge that can be shared to personal social platforms



BENEFITS FOR MANAGERS

Provides a cost-effective way for learners to develop management/business skills

Easy access to course content via an online portal—learners do not have to travel

Customizable capstone project can be tailored to suit your organization's needs

Encourages team building and innovative problem solving

Provides a shared experience and knowledge base

Offers online, perpetual access to course materials for reference as learners are pulled into projects on the job

Demonstrates commitment to developing and retaining learners

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BENEFITS FOR LEARNERS

Provides fundamental business theories and best practices

Encourages opportunities to acquire knowledge from fellow learners and industry experts

Allows learners to acquire a unique skill set that is fundamental to many organizations' product and service lines

Offers a lower cost and shorter time commitment compared to traditional graduate programs

Offers learning opportunities in small increments that can be incorporated into daily work

Provides tactics immediately applicable to current job roles or functions

Provides academic credits that can be applied toward future education goals, as well as a digital badge and certificate

Typically qualifies for funding assistance through existing reimbursement programs for continuing education

COURSE DESCRIPTIONS

Introduction to AI

AI technologies continue to expand their capabilities to perform human tasks, gaining interest from companies that seek to invest and embark on a transformational journey to improve the efficiency and effectiveness of their operations, products, and services. Before adopting these new technologies in their organizations, it is critical for leaders to understand what AI can do, the benefits it provides, and the challenges that might be encountered. Learn how different types of AI can be used for different purposes.

KEY TAKEAWAYS:

- Understand the general principles of automation with technology
- Understand the hype and reality of AI dangers
- Distinguish the different types of AI and what they are best used for
- Choose who you need on your team for your AI project
- See how machine learning and generative AI work

Data Analytics

Data is the fuel of AI. Artificial Intelligence projects do not follow the same precepts as traditional programming projects. While they can use similar agile processes, they are not designed to add features and functions as they mature, but rather to use data to improve accuracy. Learn to identify data readiness for your potential AI project and to optimize the process of using data to solve the problem.

- Understand how data is used with different AI techniques
- Identify projects whose data makes them conducive to the use of AI
- Address problems with your data
- Explore the AI improvement process using data

Process Optimization

AI and machine learning are general technologies that will impact every aspect of your organization. It will allow for the reimagining of work by leveraging innovative technology and applying it directly to core processes essential to your organization. Its impact is already being felt in manufacturing, distribution, transportation, professional services, and healthcare. This change will only accelerate.

This module provides a framework to help you leverage AI in processes you identify as critical to your organization, create AI roadmaps, establish pilot programs, and prepare your organization for change.

- Conduct a “rapid process assessment” to identify key processes most likely to benefit from AI
- Understand the level of change AI will cause and evaluate its impact on the company
- Develop an AI roadmap that helps align the organization around change

AI for Marketing and Sales

For the last 25 years, digital technology has quietly revolutionized marketing and sales. But AI might make even bigger changes in the next few years. Marketing and sales have always needed the human touch, and they still do. But AI has the ability to automate some tasks that could be performed only by people in the past.

AI won't take away the jobs of marketers and salespeople; however, the ones who risk losing their jobs are the ones who won't use AI themselves.

- How to analyze data to find your best customers
- Improving site search to improve conversions
- Determining the best marketing message for each customer
- Implementing advanced attribution modeling
- How to improve lead scoring

AI for Customer Service and Customer Experience

Customer service and customer experience are increasingly important ways for brands to differentiate themselves from the competition. The problem is that truly top-notch customer service is frightfully expensive, which is why most customer service is mediocre—or worse. AI can improve customer service and customer experience at a lower cost, which can prove a game-changer in many situations.

- How data privacy regulations affect customer data collection
- How chatbots and smarter search answers customer questions
- How to use social media listening to predict brand health
- How to improve customer journeys

ROI of AI

As Peter Drucker said, "If you can't measure it, you can't manage it." This module gets past the hype and focuses on the results and returns that AI is generating for business. To ensure your business generates a strong return, we'll go through 6 steps to a successful ROI of AI. Grounded in case studies and use case examples, each step will be tracked with a company that has used AI to its advantage so you can see how to apply it to your business or situation.

KEY TAKEAWAYS:

- The return-on-investment (ROI) that companies are currently seeing from AI
- Understanding who is winning and who is not, and why
- What pitfalls should be avoided
- The path to success
- How to measure AI progress and calculate the ROI of AI for your initiative

AI in Finance:

Recent advances in AI have demonstrated to non-technical people the power of this family of technologies. While AI won't replace every finance professional, it will eventually change the way all financial professionals perform their day-to-day work.

During this module, we will walk through examples of six use cases within the finance function where AI has the opportunity to transform the way business is conducted.

- Understanding of the corporate finance role
- Discussion of the AI technologies that are relevant for finance practitioners
- A look at how AI technology can be applied to the major processes within finance

Ethics in AI

There is no doubt that AI presents an opportunity for radical advancements in many fields, such as agriculture, manufacturing, medicine, computer science, and cybersecurity, to name a few. However, with each advancement comes a number of questions and concerns, ranging from business to legal to ethical implications. There is no easy answer to these questions, but they cannot be ignored.

This module will center around the advent of AI and how the business community, and any community for that matter, should view AI from an ethical and legal viewpoint.

- Consider the ethical and legal implications of using AI systems
- Be better equipped to evaluate business decisions related to AI
- Gain a deeper understanding of the impact of bias and computational errors in AI

AI's Impacts on The Future of Work: New Careers, Coworkers, and Competencies

This module explores the significant ways that AI, Automation, and Robotics are transforming The Future of Work. Specifically, we'll delve into three overarching impacts: the emerging careers that humans will pursue; the rise of machine coworkers designed to enhance productivity and job satisfaction; and the essential competencies required for future success, which will encompass both technical proficiency and emotional intelligence... along with the strategic imperative to continuously refresh worker skills as AIs evolve and advance.

- A look at how the nature of human jobs will shift toward problem-solving, strategy, and creativity as machines take on more tasks traditionally performed by humans
- Reframing our understanding of teamwork in the context of human-to-machine collaboration
- How to merge human capabilities with machine efficiencies in pursuit of a more productive, creative, and fulfilling professional life
- The ways in which AI places a premium on skills that machines can't replicate (such as emotional intelligence, critical thinking, and adaptability) and necessitate a commitment to reskill over time

AI for All: Roadmap to Success

This module demystifies how AI projects span across the spectrum, from exploration to disruption. Whether you're intrigued by the operationalization of AI use cases, the integration of AI in business strategies, or the future of GenAI, this session is tailored to unveil the layers of AI's impact on various industries and domains.

Through real-world case studies, practical insights, and forward-thinking ideas, we will provide a framework to harness actionable strategies and envision how AI can be your business multiplier in the ever-changing digital arena.

- Learn how AI projects are planned across the spectrum
- Explore key approaches to target and identify the right AI problems
- Determine key metrics to evaluate the success of AI
- Examine the future of AI: Is GenAI (generative AI) different?



ABOUT IEEE AND RUTGERS BUSINESS SCHOOL

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 500,000 members in over 190 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 Best Business School in the Northeast (Part-Time MBA)–*U.S. News & World Report* (2025)
- #5 Global Executive MBA (#1 (tie)) in the U.S.–*CEO Magazine* (2026)
- #12 Best Online Master's in Business Programs–*U.S. News & World Report* (2026)
- #19 Best Financial Engineering Program in the U.S.–*QuantNet* (2025)
- #23 Best Business School in the U.S. (Part-Time MBA)–*U.S. News & World Report* (2025)
- #6 Highest ROIs in the Nation for Business Schools–*Poets & Quants* (2024)
- #19 Top Public Colleges for High-Paying Careers in Finance, Tech, and Consulting–*Wall Street Journal* (2024)
- Top MBA programs for Artificial Intelligence in USA (MBA)–*MBA Crystal Ball* (2025)

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