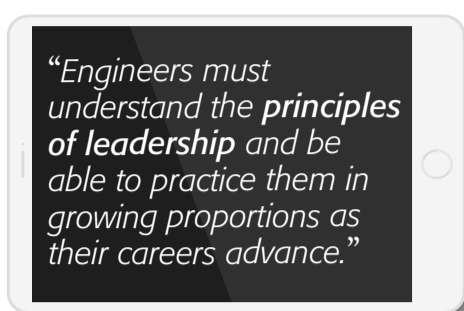


Improve ROI with the IEEE | Rutgers Online Mini-MBA

Create a *competitive advantage* for your company by investing in your business with leadership development.

CHALLENGE:

In today's corporate environment, those who specialize in engineering and technology management must master cross-discipline concepts and contribute to multi-functional teams. Technical expertise, while vital, is not enough for long-term career success.



The Engineer of 2020: Visions of Engineering in the New Century, National Academy of Engineering



Findings by The Conference Board, Bersin & Associates, and HR analytics expert McBassi & Company

The COVID-19 Leadership Guide, Korn Ferry

DATA:



Disengaged employees cost the U.S. **\$483 billion to \$605 billion** each year in **lost productivity**.

Gallup

Lack of development and career growth is the **number one reason employees leave a job**.

Gallup



Why Investing in Your Leaders Matters



Less-than-optimal leadership practices may **impact team productivity by up to 50%**.



The average organization **forfeits over \$1 million per year in untapped potential** due to ineffective leaders.



Employees who don't believe they can achieve their career goals with a current employer are **12x more likely to consider leaving**.

LinkedIn Learning

Investment in leadership development allows companies to drive sustained success.

Improve Financial Performance



Companies that rate highly for their investments in human capital deliver stock market returns **5 times higher** than those of companies with less emphasis on human capital.

Gallup

Attract, Develop, and Retain Talent



32% of employers have seen an increase in retention as a result of increasing their educational requirements.

CareerBuilder

Drive Strategy Execution



Leadership development allows organizations to **shape the culture and strategy of business**.

Center for Creative Leadership

Increase Success in Navigating Change



86% of companies with strategic leadership development programs are able to respond rapidly. Meanwhile, just 52% of companies with less mature leadership programs could do the same.

Center for Creative Leadership



SOLUTION:

Drive engagement, accountability and action in a virtual learning environment with the IEEE | Rutgers Online Mini-MBA for Engineers and Technology Professionals.

What is a Mini-MBA?

A Mini-MBA is a training regimen focused on the fundamentals of business management. The program provides an introductory insight into business, preparing learners for a foundational understanding of traditional MBA content, but in shorter introductory modules.

Benefits of the Program



INTERACTIVE
live sessions with engineering and business faculty



ONLINE
discussion forum for additional collaboration



CUSTOMIZABLE
capstone project to synthesize and apply learning



HIGHLY SPECIALIZED
course curriculum



CONVENIENT
self-paced on-demand class format



FLEXIBLE
learning anytime, anywhere

Outcomes that will make a difference in your business.

After successful completion of the IEEE | Rutgers Online Mini-MBA for Engineers and Technology Professionals, your team will be able to:



Understand how to align technical outcomes with broader organizational goals. Demonstrate more multidisciplinary leadership that balances technological experience with business management.



Become a more integral partner across departments. Be able to analyze and problem solve in ways that couple your traditional expertise with a cross-functional perspective.

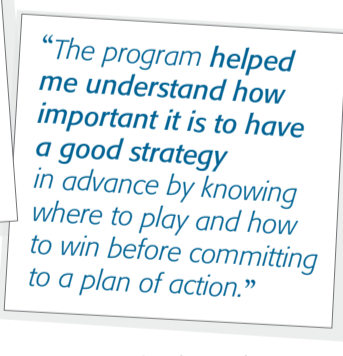


Express to stakeholders the ROI of engineering and technological contributions using business terminology that will resonate with those from non-technical backgrounds.

What we're hearing from previous students:



Technology Associate at the Largest Commercial Property Development and Investment Company in the United Kingdom.



IT / Web Developer at a Public Utility Company.



Operations Manager at a Leading Regional Security Coordinators (RSCs) Company.



This program is intended for cohorts of 10 or more engineering/technology professionals within your organization.

Learn more about the IEEE | Rutgers Online Mini-MBA for Engineers and Technology Professionals or contact us at Mini-MBA@ieee.org

Why Rutgers Business School?

- #1 Public Executive MBA program in the Northeast – Ivy Exec (2020)
- #1 Return-on-Investment for a business degree in the Northeast, RBS-New Brunswick – Poets & Quants (2019)
- #1 Executive MBA program for Life Balance, globally – Ivy Exec (2019)
- #1 Accounting Information Systems (AIS) group in auditing research – globally – Brigham Young University Ranking of Accounting Research (2019)
- #2 Supply Chain Management Undergraduate Program in North America (#1 in the Big 10) – Gartner (2020)
- #3 Executive MBA program for Life Balance, globally – Ivy Exec (2020)

CLICK TO LEARN MORE

Learn more about the [IEEE | Rutgers Online Mini-MBA for Engineers and Technical Professionals](#).

Contact us at Mini-MBA@ieee.org

