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 not only master the technical skills and solutions to complex problems, but also understand how to align those technological solutions with business management.

**Data:**
Companies that rate human capital most important deliver 5 times higher return on investment (ROI) than those that rate it least important. Disengaged employees cost the U.S. economy $605 billion in lost productivity each year. Employees who don’t believe they can develop professionally are 2x more likely to leave a job.

**Solutions:**
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.

**Why Investing in Your Leaders Matters**
Lack of development and career growth is the number one reason employees leave a job.

**Benefits of the Program**
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:
  1. Understand how to use business technology to increase your organizational goals. Demonstrate technical proficiency and business acumen.
  2. Increase your return on investment by up to 50%.
  3. Improve strategy execution and shape the culture and strategy of your company.
  4. Become a more integral partner across departments.
  5. Be able to analyze and problem solve in ways that couple your technical expertise with business management.
  6. Take your career to the next level.

**Click to Learn More**
Learn more about the IEEE | Rutgers Online Mini-MBA for Engineers and Technology Professionals.

Contact us at Mini-MBA@ieee.org