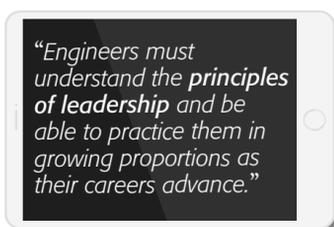


# Improve ROI with the IEEE | Rutgers Online Mini-MBA

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**.

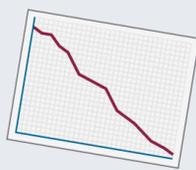
Gallup



## 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

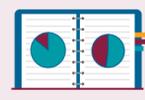
### Drive Strategy Execution



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

