



**RUTGERS**

Rutgers Business School  
Executive Education



## IEEE | Rutgers Online Mini-MBA for Engineers Testimonials

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The reason I joined this course was to get a better understanding of ‘the other side’. Being an engineer, our world mostly revolves around technical elements and sometimes it is a bit hard to break the ceiling and move towards the management side without first understanding their concepts, jargon, and processes.

This course was well-structured to give us a taste of the world outside of the engineering realm and has helped me get a better understanding of various other dimensions associated with our business and products.”



**Sohaib Sheikh**

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

## What are the technical professionals saying?

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My overall program experience was excellent and I have learned a lot which I apply to my day to day work! Not only did this program teach me the proper techniques of the negotiation process, but it also taught me different ways of managing the development of a new product and the importance of understanding the reason people want something and not only knowing what they want. Perhaps, most significantly the program helped me understand how important it is to have a good strategy in advance by knowing where to play and how to win before proceeding to commit to any plan and take actions. Program materials were excellent, the videos are fabulous and just the right length for a mini-MBA program for engineers.

This program enhanced my skills in the engineering and management field. It was really valuable as I learned many things which I apply in my daily routine.”

**Maria Efthymiou**

*IT / Web Developer at a Public Utility Company.*



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The program was super interesting, covering different topics presented by experts as well as professors with deep knowledge and hands-on experience. Videos of lectures were of good quality.

The overall program gives a perfect insight into what a full MBA program looks like, and this is a nice preparation on what knowledge, competences, and skills we as engineers will need to be successful as future managers and to develop our careers.



**Almedin Kavaz**

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





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I enjoyed all of the courses offered in the IEEE | Rutgers Online Mini-MBA for Engineers. **I learned a lot about strategy** and how all of the courses interact when creating a strategy for **managing a product or service**. The courses provided a refresher in my knowledge in economics, the ability to effectively read a balance sheet and theoretical understanding of Agile. As someone who is responsible for my organization's development budget, the information presented in the program will **help me make better decisions and better communicate** with the finance teams. I already used some of the course material to help one of the teams I support to create an internal customer satisfaction survey.

**Joyce Henry**

*AT&T, Principal Network Planning Engineer*



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The IEEE | Rutgers Online Mini-MBA for Engineers enabled me to expand my business knowledge and skills and **complemented my technical capabilities** in order to help prepare me for career opportunities in management. The knowledge I gained on financial statements, sales, marketing, business strategy, and innovation **helped advance my skills and confidence**, which guided me to become one step closer to reaching the next stage of my career. The capstone project was especially valuable by allowing me to go deep and **explore new opportunities for growth in my organization** and receive comprehensive feedback from an experienced instructor.

## Eric Posma

*Eaton Corporation, Field Application Engineer in the Bussmann division*

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**Anis Ben Arfi**

*Analog Devices Inc.,  
Systems Engineer*

“I decided to take the IEEE | Rutgers mini-MBA program for the following reasons: the program is **cost-effective, rich in content, and flexible** to fit my schedule. Undertaking my MBA course, I learned various skills and **improved my potential** to handle business operations with ease. Furthermore, the 10 modules taught **enhanced my capabilities** to analyze indicators of growth and customer satisfaction and made me more familiar with reading a financial statement. I really enjoyed the macroeconomics and business ventures topics because the business cases we studied were very relevant. I am now **more informed** about the fields of marketing and strategy, in addition to the basics of finance and accounting.

After taking the IEEE | Rutgers Mini-MBA program, I am more informed about trade secrets and patents, more familiar with the product life cycle, different metrics to assess and measure customer experiences, and agile project management processes. I discovered the key traits for a successful leader in the leadership module, the meaning of Level 5 leadership, and the different styles of leadership. **My advice for aspiring applicants is: if you get an opportunity to be onboard with this journey -- please grab it.** I am thrilled with the overall learning experience, as it has reignited the spirit of teamwork, making me more effective as a leader.”

I recently participated in the IEEE Rutgers Mini-MBA for Engineers. The program was **very convenient** with the modules being hosted online. The recordings were very well done with faculty in foreground and presentation slides in background. The **faculty showed lots of enthusiasm** while presenting and giving **relevant examples and case studies**. The faculty finely tailored their presentation materials to suit the Mini-MBA while taking into account the participants' background and time-constraints in covering the syllabus. The program is **very useful for Engineers and Managers**. The video lessons were both **informative and entertaining**, as some of the faculty mixed nice humor into the presentations. The program was well planned and executed as per schedule. The Mini-MBA brings in core concepts that are essentially part of a full time MBA. It is convenient and flexible and offers anyone an opportunity to **experience the top business school education** at a fraction of the cost of a full time MBA.

—Prof (Dr) C. Ramachandra Suthikshn Kumar, Defence Institute of Advanced Technology

The IEEE | Rutgers Online Mini-MBA for Engineers was **fantastic**. It gave me an in-depth look into various areas of business, corporate strategy, macroeconomics, and innovation strategies. Being in Research, I am often shielded from the operations side of the business. This course gave me a **better understanding of what goes into making strategic business decisions**. Several of the principles around lean innovation, leadership, and influencing are directly applicable to everyone, regardless of their position in an organization. **These are strategies and tools I will be using throughout my career**. The course lectures were fun and engaging. Kudos to the staff and faculty for making this an **engaging experience**! The capstone project at the end of the program gave me an opportunity to put principles that I learned in class into practice. I highly recommend this program to friends and colleagues.

*—Employee at an audio equipment manufacturing company*



The IEEE | Rutgers Online Mini-MBA for Engineers provided a positive experience for me. I feel that the program's focus on business provided me with an opportunity to **broaden my knowledge of business skills outside of my career field**. I found the Negotiations, Marketing, and Leadership topics fascinating. The Negotiation module provided insight into the negotiation process, including negotiating financial deals. The Market module introduced the 4-Ps, particularly the position and differentiation topics provided insight to envision an end goal. Finally, the Leadership module taught the servant leadership philosophy, which encourages diversity of thought and trust for the betterment of the organization. Overall, the coursework **motivated me to learn and know more about the fundamentals of business management skills**. I look forward to applying and sharing the knowledge I gathered from the course with my colleagues to improve our organization.

*—Individual working in military operations*



Overall, I had a **very good experience** with the IEEE | Rutgers Online Mini-MBA for Engineers. I found the material to be **very valuable** as the knowledge I gained would have been challenging to acquire from normal work life. I am already starting to make use of what I learned from the class in running projects and communication with upper management. I **definitely recommend the course to others engineers** as it's a very good introductory MBA course for engineers and covers a **good width of knowledge with a good depth of discussion**.

*—Employee at an audio equipment manufacturing company*

I found the IEEE | Rutgers Online Mini-MBA for Engineers to be **very informative and a great supplement** to my formal MBA studies. The courses were **topical for engineers and developers** within a technology organization. In particular, the courses on strategy, leadership, and product development were most applicable to my job, and I have started to apply my learnings with my job. Most of all, I enjoyed **learning** with my colleagues from across the company and **interacting** with the instructors and colleagues during office hours.

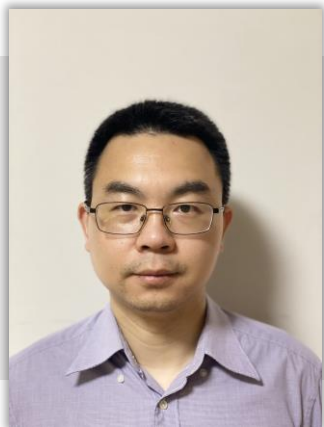
*—Product Manager at an audio equipment manufacturing company*

“ I wanted to have an MBA degree, and this course is the first step in that direction. This course helped me select appropriate content for my work and the MBA program. All the **modules are beneficial** in my workplace. In particular, the innovation and product development **modules are very relevant to my current role**. I used the techniques taught in the course to do a couple of critical and high-visibility projects. ”

—Employee at a technology company

“ The IEEE | Rutgers Online Mini-MBA for Engineers provided me with **a good high-level overview** of a variety of topics. I became more familiar with product management, customer engineering, marketing, and was **exposed to new fields** like finance, strategy, business ventures, and innovation. I was very happy to learn more about areas that I am not exposed to as much due to the role of my job. I am **hoping to directly apply some of the new knowledge** I gained to help out in various assignments at our company. I found the capstone project to be really helpful as researching for the project and applying the new knowledge solidified my understanding of the material. ”

—Engineering Director at a telecommunications equipment company



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“This program helped me understand **how to run a business**, and what areas a business should consider. It was helpful for me to build a better organization and help my business grow. This program helped me build the overall picture, from strategy, and **innovation to execution**, and lots of useful tools to help reshape the team, which help analyze the team and encourage them. The teachers are sincere in sharing their knowledge and **open to discussions** that trigger my thoughts. Especially in the innovation and business ventures section, there is good content that helped me understand the risk and return.”

**Fan Zhengguo**

*Intel, Hardware Engineering Manager*

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This program helps us improve communication and use more global concepts to match the current industry environment. Specifically, concepts such as innovation and leadership are critical to understanding how to manage them and link them with information in our organizations. It helps me articulate a better strategy to improve my organization and know the financial indicators that I am impacting with these changes. The program is so well structured; however, if I need to choose three modules, I can say: Analysis of Financial Statements, Business Strategy, and Business Ventures and Innovation.”

Paul Perez Hernandez

*Validation & Sustaining Manager at Intel*

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This course introduces all the aspects needed for leadership in a product company. This course helped me to differentiate each discipline of the product development life cycle and the value that each function adds to the overall product and the company. Topics of product definition, development life cycle, marketing, and sales negotiation helped us understand the decision-making thought process of our company product roadmap, positioning, and pricing. I was contemplating whether this course will help me after 24 years of engineering work experience. I made the right decision as the course helped introduce me to many concepts that are needed at the Senior Engineering Leadership Level. The course introduced Macroeconomic concepts which are essential to understanding the drivers for consumer buying to launch the type of products based on the economic situations. The Leadership course helped to understand how Level 5 Leaders turn around the organizations and build a legacy. I can make decisions for people in management, hiring, and spending with these concepts in perspective. The structure of the program is very effective. Pre-reads helped to get an overview of the topic with real-life examples. The product development, product marketing, Macroeconomics, and Leadership topics are directly relevant to the day-to-day work.

Suresh Reddy Allam

*Senior Director, Engineering at Qualcomm*

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Being in a technical group, I saw the benefit of taking this course at the team level. It covered all the topics that are fundamental in this job and gave a very wide overview of what it takes to run either a small or a big company. Personally, It helped me to be more mindful about the relationship with my direct reports and to be a better manager, which is eventually what makes the difference. I found negotiation, innovation, and product management the most valuable modules as they have had the most immediate effect on my vision. It's something that you want to do if you want a taste of the whole MBA world.”

Gaetano Parisi

*Staff CAD Engineer*

I have learned a lot about **business strategy planning** and analyzing internal and external factors influencing the company's position in the market. The course change my understanding of marketing and enlightened me on how important is customer experience. Based on this and other topics, I prepared a development strategy for my family company. We are planning to implement these ideas in the following years and grow in the market with the strategy. I didn't find a single element of the course that was not interesting. Only the intellectual property part was not applicable to the European market. The choice is very difficult, but thinking of my future, I would place the **strategy** in the first place, **innovations** in the second, and **negotiations** in the third place. Also, the customer experience, marketing, and finances were extremely valuable to me. To summarize, I find this course totally mind-changing and valuable. The lecturers inspired me and encouraged me to build my future in the way I desire. I would like to thank them all separately.

*—Senior Engineer at Intel*





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“One important component of research and development is to envision and understand the business and market components of the work. Without this essential component, great ideas never become reality. The world of business and finance are often seen as after-thoughts, to be conducted by a future marketing team, but in practice, these are **essential elements of success for R&D**. The Rutgers Business School program integrated with IEEE offered a **solid professional integration** between our technical world and **product development, innovation, and fundamentals of business practice**.

**Rebecca O'Neil**

*PNNL, Electricity Infrastructure*

This Mini-MBA program provides a different perspective to engineers and engineering managers. It helped me to understand the company's direction based on the macroeconomic environment and market trends, so we can **proactively find engineering innovations** based on the direction of the whole organization. I took what we learned from the Negotiation Module and planned to continuously provide small good news to the management based on available resources. I believe the skills we learned from the program are very **helpful to maintain a dynamic team morale**. Based on this example, I would encourage more people in the team to take this course together to further remove the communication barrier. Multiple modules are very valuable, one example is macroeconomics. The professor's discussion helped me to **understand the fundamentals of macroeconomics** so that when I read other materials, I can understand the economic trends better. This not only helped to understand the steps of my organization but was also helpful for my personal financial planning.

*—Employee at a technology company*



“The topics in the program can be easily leveraged in my job and benefit directly my organization since my learnings will help **revisit the strategy of my team and for continuous improvement**. I will use my learning experience in the program to reach my personal development goals, applying important topics and concepts like **financial, strategy, and leadership**. In my project, I made a draft of how to apply all this to my team to improve and move to the next level of maturity and scope. Finance statements, customer experience, macroeconomics, negotiations, leadership, and business strategy have all been valuable and applicable skills I’ve learned.”

—Luis Nunez, Employee at Intel

“The organization has **multiple dependencies and interactions** with customers, this becomes a great opportunity to learn more about how to interact with them from a strategic point of view. The IEEE | The Rutgers Online Mini-MBA for Engineers provided the tools for this goal, also **providing a comprehensive overview from an economics perspective**. In my case, I was very interested in knowing more about how to quantify the customer experience and understand the decisions of my company within a competitive market. Thanks to IEEE | Rutgers Online Mini-MBA for Engineers, I consider that my **perspective is more holistic** and additionally I learned about new tools to quantify the customer experience through collected data that can be useful for me and especially for the company. It's hard trying to select one of those, I consider all the parts like a puzzle for a complete perspective. In my specific case, Customer Experience and Macroeconomics were key to my goals.”

—Diego Mauricio Cortes-Hernandez, Employee at Intel

As a student at Mini MBA from Rutgers University, I was able to learn how big companies make their decisions based on what is happening on the outside of the company and on the inside. Because of all these learnings, I can **benefit my company by being aware of how my contributions will impact the customer** and the company even though I am not in direct contact with outsider customers. With all this information I can **interact more efficiently with my manager**, ask more meaningful questions related to the future of the company, and have a better understanding of why the decisions that our CEO is making are the best for the company and the impact that my work has in the overall status of the company. The topics that I found more valuable for myself (personal and professional goals) are the topics related to financial statements, negotiation, intellectual property, sales and marketing, customer experience, and macroeconomics. The experience more applicable for me was to create a project from scratch that could reflect all the improvements that can be done in a company to generate more profits.

**Julia del Carmen Romo Flores**  
*Analog Engineer at Intel*



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“I’m engaged in the development of new business models and solutions for energy sectors. To accomplish my role, **customer-centric approaches** are quite important. This mini-MBA course provided a systematized framework of customer-centric approaches in **Sales & Marketing, Customer Experience, Business Ventures & Innovation, and Business Strategy** modules that I would like to understand. The learnings in this course give me a lot of insights and guides beneficial for developing new business models and solutions.”

**Shota Omi**

*Hitachi, Energy Systems Researcher*

I found the 12 weeks mini-MBA crash course offered by IEEE and Rutgers, specifically on the power and energy-focused cohort to be very valuable. The business essentials such as sales and marketing, financials, macroeconomics, negotiations, etc. really helped me understand the business basics which I can apply immediately at work. Other areas such as **leadership, business strategy, business ventures, and innovation helped** me expand my vision of how to grow in my career. The course content was well thought out, and organized and stimulated my thinking toward realizing a higher potential, both personally and professionally. I appreciate the course instructors for having office hours to answer questions and for engaging in refreshing discussions. The video lessons gave me the opportunity to listen to the recording multiple times as necessary to understand the concept. I think the knowledge gained in the course will **not only be applicable to the power and energy sector, but it is easily transferable to any industry**. Overall, I was very pleased with the content and the organization of the mini-MBA course and would highly recommend it for technically inclined engineers like me.

*Technical Program Manager, Electrification at EPRI*

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The Mini-MBA program was extremely beneficial to me because I did not take any business courses during my undergraduate engineering education. This course **provided the flexibility and overview that was needed for topics like marketing and finance** that I need as I grow in my career. The course registration fee and condensed timeframe make this course an easy choice for an engineer transitioning to a management role.

**Joshua Austin**

*Product Manager at Toshiba*





“In line with our company, Aramco Americas’ continuous efforts to promote workforce self-development, I was happy to participate in and successfully complete the IEEE | Rutgers Business School co-branded mini-MBA program for Engineers & Technology Managers. This certification illustrates our organization’s **attention towards talent development**, empowering employees to be prepared to capitalize on opportunities to contribute to strategic company initiatives.”

—Brian Binoy, Mechanical Engineer at Aramco Americas



“The Mini-MBA was a great opportunity to explore other areas of business that I don’t typically encounter. I have a customer-facing technical role, and the mini-MBA **allowed me to get a taste of the full realm of business leadership**. I was especially intrigued by a few of the modules including macroeconomics, business strategy, and negotiations. The faculty was very good. We had small class sizes and during office hours, the faculty were willing to dig deeper into questions that we had. Due to the diversity of the topics presented, I felt the mini-MBA was a great way to learn an overview of a variety of business topics, and as a **starting point for potential future business education**. If you’re an engineer or technical person looking to grow your career and potentially branch out to other career areas, I highly recommend the mini-MBA as a step in that educational journey.”

—Johnathan Bentz, Solutions Architect Sr. Mgt at NVIDIA

The IEEE | Rutgers Mini MBA program is composed of the most essential modules derivative of a complete MBA program. It covers the fundamental topics of sales & marketing, product development, intellectual property, finance, and business strategy delivered in a concise and universally applicable instruction. The teachings discussed in the Negotiations, Leadership, and Business Strategy modules have **enabled me to transition from working primarily on operational assignments to overseeing ongoing IT/Distribution projects** at my organization by negotiating more managerial responsibilities, identifying the right technical leads to work with across groups, and planning the requirements to define project success. As I progress in my career and explore more personal ventures, I see myself continually referring to the information given in this course and the useful guidance of the mentors that shared their knowledge and experiences with me.

**Sudeep Sureshbabu**  
*Employee at PSE&G*