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?

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.

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, competencies, and skills we as engineers will need to be successful as future managers and to develop our careers.

Almedin Kavez
Operations Manager at a Leading Regional Security Coordinators (RSCs) Company.
Joyce Henry

AT&T, Principal Network Planning Engineer

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.
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*
“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
“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*
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

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

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
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.

—Senior Engineer at Intel
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