



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

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 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

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