# Empower your workforce with trusted executive education.

IEEE | Rutgers Online Mini-MBA for Engineers was developed to help corporate employees bridge the gap between business and engineering as they prepare for growth into management roles. It is the only online Mini-MBA program specifically designed for teams of 10 or more technical professionals.

## PROGRAM HIGHLIGHTS

### HIGHLY SPECIALIZED
course curriculum

Developed by top-rated IEEE Subject Matter Experts and Rutgers Business School faculty members and based upon real-world business and engineering best practices.

### CONVENIENT
self-paced on-demand class format

In 15 weeks or less, employees study timely topics and develop applicable skills through the powerful combination of expert-led instruction and peer interaction.

### FLEXIBLE
learning anytime, anywhere

Self-paced video lessons are paired with interactive assessments, live office hours, and a Capstone Project to help employees maintain that critical work-life balance.

For more information about this program, contact an IEEE Account Manager at Mini-MBA@ieee.org

# IEEE | Rutgers Online Mini-MBA for Engineers

## OBJECTIVES:

Upon successful completion of the Mini-MBA program, learners will:

- Discern how organizational decisions are made, with both technical and operational considerations.
- Understand how different functional groups interact to achieve overall goals.
- Apply their newly developed business skills to better align their technical capabilities with business strategy.

## BENEFITS:

- Provides tactics immediately applicable to current job roles or functions
- Demonstrates commitment to developing and retaining employees
- Offers online, perpetual access to course materials for reference as employees are pulled into projects on the job
- Provides academic credits that can be applied toward future education goals, as well as credits for Professional Engineering licenses

- Offers learning opportunities in small increments that can be incorporated into a workday
- Allows learners to acquire a unique skill set that is fundamental to many organizations' products and service lines
- Provides a lower cost and shorter time commitment compared to traditional graduate degree programs
- Customizable with an available add-on option to tailor the Capstone Project topic to suit your organization's needs

## COURSE TOPICS

- Business Strategy
- Business Ventures and Innovation
- Managing New Product Development
- Analyzing Financial Statements
- Keys to Successful Negotiation
- Impacts of Global Economics
- Managing Human Capital
- Selling Ideas and Influencing People
- Intellectual Property Strategy
- Transformational Agility

## ABOUT IEEE

IEEE, a not-for-profit organization, is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. Through its more than 417,000 members in over 160 countries, IEEE is a leading authority on areas ranging from aerospace systems, computers, and telecommunications to biomedical engineering, electric power, and consumer electronics, among other technologies.

## ABOUT RUTGERS BUSINESS SCHOOL

With a world-class faculty, highly ranked academic programs, strong industry connections, motivated students, and a powerful alumni network, Rutgers Business School is revolutionizing business education. Rutgers Business School-Newark and New Brunswick is recognized as one of the top three business schools in the New York City Region, and is the highest-ranked business school in New Jersey.

## Rutgers Business School Rankings

- #1 Public Business School in the Northeast U.S - Financial Times (2018)
- #1 ROI in the U.S. based on salary increase (%) - Financial Times (2017)
- #1 MBA employment among the Big 10 Schools - Financial Times, U.S. News & World Report (2017, 2016)
- #1 Public Business School in NY/NJ/CT - U.S. News & World Report (2017, 2016)
- #1 MBA Job Placement Rate in the U.S. - Bloomberg Businessweek (2016)
- #1 Most women students among the Big 10 business schools - U.S. News & World Report (2016)

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