

Empower Your Workforce with **Trusted** Executive Education



The **Mini-MBA for Engineers**, in collaboration with **Rutgers University**, **UnitelmaSapienza**, and **IEEE** builds a hub for professional development and offers targeted training programs for students and professionals, promoting upskilling to meet the challenges of a rapidly changing job market. It is the only online mini-MBA program specifically designed for technical professionals.

What is a Mini-MBA

A mini-MBA program is a certificate-bearing, accelerated learning experience that provides professionals with essential business acumen and industry-relevant skills to drive career growth.

PROGRAM HIGHLIGHTS



ADVANCED
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
on-demand
class format

In 13 weeks, employees study timely topics and develop applicable skills through the powerful combination of expert-led instruction and peer interaction.



FLEXIBLE
focused sessions led
by expert instructors

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

Contact us to learn more about this program:
mini-MBA@ieee.org | www.ieee.org/MiniMBA-UnitelmaSapienza

OBJECTIVES:

Upon successful completion of the mini-MBA program, learners will be able to:

- 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.

PROGRAM 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 a lower cost and shorter time commitment compared to traditional graduate degree programs
- 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 organization's products and service lines
- Awards academic credits toward future education goals, a co-branded IEEE | Rutgers Business School certificate, a UnitelmaSapienza certificate, and a digital badge, offering recognition in both the U.S. and Europe

COURSE TOPICS

- Business Strategy
- Business Ventures and Innovation
- Analyzing Financial Statements
- Negotiations
- Macroeconomics
- Data Driven Problem Solving
- Managing New Product Development
- Customer Experience
- Sales and Marketing
- Leadership
- Corporate Finance

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 500,000 members in over 190 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.

ABOUT UNITELMASAPIENZA

The UnitelmaSapienza Finance and Business School (FaB) is committed to preparing a new generation of professionals capable of navigating the challenges of today's complex global economy. Its educational approach is built on three core pillars: innovations, hands-on experience, and an international perspective.



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