



# RUTGERS

Rutgers Business School  
Executive Education

## Mini-MBA: Business Essentials



The power of the consumer, the impact of globalization, and the pervasiveness of the digital era are all rapidly shifting organizational approaches, business parlance, and leadership strategy.

Our *Mini-MBA: Business Essentials* offers an opportunity to maintain career trajectory with an efficient, focused injection of modern concepts and strategy. We will empower you to contribute as a confident thought leader who has mastered today's rapidly changing business landscape.

### ***What will you learn?***

- **Supply Chain Management:** Discussion and analysis of how Supply Chain Management can create and sustain a competitive advantage
- **Marketing:** Dissecting the complexity of planning, managing, and implementing marketing programs
- **Business Strategy:** Understanding how a firm can choose to grow its business

### **PROGRAM BENEFITS**

- Update your formal education and career experience with contemporary leadership, business legal issues and strategic marketing
- Learn from real-world industry experts who will move new concepts from the academic to daily application
- Learn in a rigorous university environment that results in receipt of a program certificate as well as earn academic credits that can be applied toward future education goals

### **PROGRAM OUTCOMES**

- Demonstrate a broader contribution in the modern corporation, including the ability to identify issues and communicate opportunities in multifunctional departments
- Articulate to stakeholders using current business terminology, reflecting the current expectations
- Modernize your approach and elevate your role to a strategic thinker who can ask the right questions and design contemporary solutions

**CONTACT US**

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