



RUTGERS

Rutgers Business School
Executive Education

Mini-MBA for Engineers and Technology Managers



In today's corporate environment, those who specialize in engineering and technology management must master cross-discipline concepts and contribute to multifunctional teams. Technical expertise, while vital, is not enough for long-term career success.

Our *Mini-MBA for Engineers and Technology Managers* offers the opportunity to extend your contribution beyond technical solutions into robust leadership. Master the vocabulary and understand the methodology that will enable you to ask the right questions and provide effective solutions. Gain a critical understanding of key areas such as Product Development, Marketing Strategy, and Negotiation Techniques, so you can create overall strategy for success.

What will you learn?

- Analyzing financial statements, including the balance sheet, the income sheet and cash flow statements.
- Understanding macroeconomics in a global economy, including Multinational Supply Chains, R&D and International Regulations.
- Understand Product Development and Product Portfolio Management.

PROGRAM BENEFITS

- Tailored specifically to professionals in engineering and technical sciences. Provides important business skills in an efficient, intense format that will translate to immediate practical application.
- Learn business management methodology and theory from thought leaders in this discipline who also have practical industry experience.
- Learn in a rigorous university environment and earn a program certificate as well as academic credits that can be applied toward future education goals.

PROGRAM OUTCOMES

- Understand how to align technical outcomes with broader organizational goals. Demonstrate more multidisciplinary leadership that balances technological experience with business management.
- Become a more integral partner across departments. Be able to analyze and problem solve in ways that couple your traditional expertise with cross-functional perspective.
- Express to stakeholders the ROI of engineering and technological contributions using business terminology that will resonate with those from non-technical backgrounds.

CONTACT US

Jennie Fine, Program Manager



jfine@business.rutgers.edu



848.445.9418



business.rutgers.edu/etm