



RUTGERS

Rutgers Business School
Executive Education

Mini-MBA: Innovation for Corporate Enterprises



Advancements in technology and competition have increased the need for innovation. More and more companies are looking for individuals who can propel them beyond their status quo into new and exciting territories.

The *Mini-MBA: Innovation for Corporate Enterprise (ICE)* takes a fresh approach to helping leaders and managers learn how to keep their companies innovative and competitive at all levels within organizations of all sizes.

What will you learn?

- **Creativity:** Learn the art and science of creativity and the latest insights from neuroscience.
- **Ideation:** Learn about the impact of space, culture, process, and methods on Ideation, and conclude by discussing transforming ideas into business models
- **Culture Code:** Module includes case studies of companies that have achieved the most desirable corporate culture

PROGRAM BENEFITS

- Through an experiential learning process, participants will focus on entrepreneurial efforts for corporations and non-profits
- Dynamic curriculum built on both unstructured and structured global strategies designed to develop skills and attitudes needed to create opportunities
- Explore strategies for gaining support for new or reframed initiatives and evaluating different approaches to promote and implement a vision

PROGRAM OUTCOMES

- Learn to communicate and lead an innovative, collaborative team; use new skills to align ideas from multiple, diverse sources to promote organizational growth
- Be able to cultivate, drive and demonstrate innovative leadership within your organization and learn specific tools and techniques to achieve the goals
- Be able to identify and mitigate risk factors

CONTACT US

Vickie Anderson, Program Manager



vanderson@business.rutgers.edu



848.445.9248



business.rutgers.edu/ice