



## MBA Concentration in Strategy and Leadership

### Successful businesses and organizations don't happen by accident

The **Strategy & Leadership MBA** prepares students to step into strategic management and organizational leadership positions. The concentration offers two separate tracks, either of which requires taking a total of 15 credits in courses related to the concentration.

The **Strategy** track prepares students to develop and execute organizational and business strategies, create or extend new products and services to cope with technological and market changes, manage mergers, acquisitions and alliances, and build organizational capabilities for long-term competitive advantage.

The **Leadership** track prepares students to manage people, teams, and organizations. Courses in executive leadership, creative decision making, human resource management, team building, management consulting, negotiations, and change management provide students with the tools they need to be successful organizational leaders.

### Career Advantages

Students gain access to business thought leaders. Industry-connected faculty frequently bring in high-level business leaders to class. Denny Strigl, former President and CEO of Verizon Wireless, came out of retirement to teach Corporate Strategy to graduate students at Rutgers Business School.

#### Where Graduates are Working:

- Verizon Wireless
- Estée Lauder
- Vanguard
- Dell
- IBM
- Quest Diagnostics
- Johnson & Johnson
- GlaxoSmithKline
- Bayer
- Deloitte Consulting

[business.rutgers.edu/mba-strategy-leadership](http://business.rutgers.edu/mba-strategy-leadership)



*This program is offered in Newark and New Brunswick*

## Curriculum

You can choose from one of two tracks. The Strategy & Leadership concentration prepares you to step into strategic management and organizational leadership positions, and is particularly helpful when paired with a functional discipline like finance, marketing or supply chain. Successful companies are the result of good strategy, strong leaders and in today's world, a global mindset.



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## Sampling of Courses

### Strategy Track

- Corporate Strategy
- Global Management Strategy
- Mergers, Acquisitions and Alliances
- Management of Innovation and Technology
- Business in Emerging Markets

### Leadership Track

- Executive Leadership
- Human Resource Management
- Negotiations
- Team Building and Group Process
- Managing Organizational Diversity



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## Students gain access to business thought leaders

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**Denny Strigl**, former President and CEO of Verizon Wireless, recently came out of retirement to teach Corporate Strategy to graduate students at Rutgers Business School.

Strigl shares the experiences he gained during a four-decade-long career in the communications industry with MBA students. Strigl will be teaching as part of the Department of Management and Global Business.

“A key to winning in the business world, like elsewhere, is to continually improve yourself, to build your management knowledge and skills every single day. Conditions around you—economies, markets, customers, products, organizations—are perpetually changing. Unless you are building your skills continually, your past skills may not be appropriate for these fluctuating conditions.

Strigl is also famous for helping to spearhead Verizon’s “Can you hear me now?” marketing campaign that became part of the nation’s lexicon.

## Contact

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“My experience as a MBA student at Rutgers Business School was foundational for everything that I accomplished in my professional life post-graduation. Through the years, it has been my privilege to sustain a close affiliation with RBS, and I’ve never seen the business school as strong as it is today, truly world-class and among the most sought-after programs in all of Rutgers University.”

– Gary Cohen

MBA Alumnus, Executive Vice President and President  
Global Health and Development, Becton, Dickinson and Company

