



# RUTGERS

Rutgers Business School  
Executive Education

## Mini-MBA: Idea Design to Execution Accelerator (IDEA)



Business leaders who want their company to become—and stay—competitive in this constantly changing era must continually find new and better ways to deliver their products and services to customers.

Rutgers Business School Executive Education, in partnership with BizXL Solutions, a leader in maximizing value creation are excited to deliver this accelerated certificate program. Our *Mini-MBA: IDEA (Idea Design to Execution Acceleration)* is a unique opportunity for experienced executives and company leaders to master methodologies and best practices that facilitate rapid delivery of new ideas. Participants will learn efficient uses of practices such as Lean Management, Design Thinking and Agile Execution.

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

This program leads participants through five stages: Discover, Diagnose, Design, Develop and Deliver. Topics covered include:

- **Discover:** Understand and articulate the business challenge, and learn how to align resources.
- **Design:** Study how to apply zero-based design to solutions that deliver optimal customer experiences.
- **Develop:** Learn to move ideas into prototypes. Develop a value-based focus to prioritize customer needs.

### **PROGRAM BENEFITS**

- Unique course focused on improving the pace of idea execution in organizations. Learn the concepts of innovative lean and rapid idea delivery
- Structured curriculum with instructors fluent in the theory and methodology, who also bring industry experience and understand real-world challenges and opportunities
- 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**

- Acquire the ability to implement or improve rapid product and service development and deployment cycles; from initial vision to successful execution.
- Drive thought leadership and cultural changes necessary to fully implement the methods and best practices you learn in this course.
- Communicate clearly the investment and measures of success necessary to reach goals. Demonstrate the ROI of increased efficiency in the process from idea to innovation.

**CONTACT US**

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