The **Strategy & Leadership** concentration 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.

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, recently came out of retirement to teach *Corporate Strategy* to graduate students at Rutgers Business School.

In his class, Strigl shared 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.”
Student Perspective

When I started RBS, I knew that I wanted to learn more about business, but I didn’t know exactly where I wanted to go. The MBA program helped me guide my career and figure out that I was passionate about the strategy, leadership, and operations of business.

I loved the program at Rutgers because I met great people starting at my orientation. The professors were terrific, and they were accessible. It was easy to get here from where I lived in New York City, and I was basically getting the same education I would at an Ivy League school for a fraction of the price.

Jennifer Plumser
Financial Analyst, Toys “R” Us
MBA Class of 2012

Careers

Corporate Development
Innovation Strategist
Corporate Consulting
Product/Area Managers
Managerial Roles across Functions
Strategy and Analytics Associate
Director of International Expansion
Strategic Planning
Entrepreneur

Where Graduates are Working

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

Sampling of Courses

Strategy Track
Corporate Strategy; Global Management Strategy; Mergers, Acquisitions, and Alliances; Strategic Management of Innovation and Technology; Strategies for Emerging Markets

Leadership Track
Executive Leadership; Human Resource Management; Negotiations; Team Building and Group Process; Cross Cultural Management; Managing Organizational Diversity

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