

Master AI for Business Innovation



The **IEEE | Rutgers Online Mini-MBA: Artificial Intelligence** program demystifies AI for business managers and leaders in technology by providing foundational knowledge to assess AI's capabilities. This holistic, strategic, and non-IT approach helps solve business problems, optimize processes, and enhance customer service to improve an organization's bottom line.



PROGRAM HIGHLIGHTS



HIGHLY SPECIALIZED
course curriculum

Developed by top-rated subject matter experts and Rutgers Business School faculty members and based upon real-world business and AI best practices.



CONVENIENT
self-paced, on-demand
class format

In 12 weeks or less, employees study timely topics and develop applicable skills through the powerful combination of expert-led instruction and peer interaction.



FLEXIBLE
learning anytime,
anywhere

Self-paced video lessons are paired with interactive assessments, virtual live office hours, and a Capstone Project to help employees maintain that critical work-life balance.

Learn More and Get Started Today!

innovate.ieee.org/rutgers-mini-mba-for-ai | Mini-MBA@ieee.org



OBJECTIVES:

Upon successful completion of the Mini-MBA program, learners will:

- Gain strategic insights and actionable strategic knowledge in AI-powered automation principles and terminology.
- Understand AI's impact on core business functions and learn how to effectively collaborate with tech teams or vendors leveraging AI technology.
- Develop a roadmap for assessing and applying AI capabilities within their organization.

PROGRAM BENEFITS:

- **Demonstrates commitment** to developing and retaining employees
- **Offers online, perpetual access** to course materials for reference as employees are pulled into projects on the job
- **Provides academic credits** that can be applied toward future education goals, as well as credits for Professional Engineering licenses
- **Offers learning opportunities** in small increments that can be incorporated into a workday
- **Allows learners to acquire a unique skill set** that is fundamental to many organizations' products and service lines
- **Provides a lower cost and shorter time commitment** compared to traditional graduate degree programs
- **Customizable** with an available add-on option to tailor the Capstone Project topic to suit your organization

- Introduction to AI
- Data Analytics
- Process Optimization
- AI for Marketing and Sales
- AI for Customer Service and Customer Experience
- AI for Supply Chain
- AI in Finance
- Ethics in AI
- AI's Impacts on The Future of Work: New Careers, Coworkers, and Competencies
- AI for All: Roadmap to Success

ABOUT IEEE

IEEE, a not-for-profit organization, is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. Through its more than 460,000 members in over 160 countries, IEEE is a leading authority on areas ranging from aerospace systems, computers, and telecommunications to biomedical engineering, electric power, and consumer electronics, among other technologies.

ABOUT RUTGERS BUSINESS SCHOOL

With a world-class faculty, highly ranked academic programs, strong industry connections, motivated students, and a powerful alumni network, Rutgers Business School is revolutionizing business education. Rutgers Business School-Newark and New Brunswick is recognized as one of the top three business schools in the New York City Region, and is the highest-ranked business school in New Jersey.

RUTGERS BUSINESS SCHOOL RANKINGS

- #1 Public Business School in the Northeast - *Financial Times* (2022)
- #1 Public Business School in the U.S. for Salary Percentage Increase - *Financial Times* (2022)
- #6 Online Masters in Business Programs - *U.S. News & World Report* (2024)
- #6 Highest ROIs in the Nation for Business Schools - *Poets & Quants* (2024)
- #6 MBA for Diversity and Inclusion in the World - *Find-MBA.com* (2023)
- #19 Top Public Colleges for High-Paying Careers in Finance, Tech and Consulting - *Wall Street Journal* (2024)
- Top 10 U.S. provider of Executive Education - *Financial Times* (2023)
- Top 50 Global provider of Executive Education - *Financial Times* (2023)

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