IEEE | RUTGERS Rutgers Business School Executive Education

Master AI for Business Innovation

The **IEEE | Rutgers Online Mini-MBA: Artificial Intelligence** program demystifies AI for business professionals 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

ADVANCED
highly specialized course curriculum

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

CONVENIENT
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
focused sessions led by expert instructors

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.

Contact us to learn more about this program:

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

IEEE | Rutgers Online Mini-MBA: Artificial Intelligence

OBJECTIVES:

Upon successful completion of the mini-MBA program, learners will be able to:

- 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 technical 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 a digital badge and certificate
- 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

COURSE TOPICS

- Introduction to AI
- Data Analytics
- Process Optimization
- AI for Marketing and Sales
- AI for Customer Service and Customer Experience
- ROI of AI
- AI in Finance
- Ethics in AI
- The Future of Work in an AI-Accelerated World
- AI for All: Roadmap to Sucess in the Agentic Era

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 500,000 members in over 190 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 Best Business School in the Northeast(Part-Time MBA–*U.S. News & World Report* (2025)

#5 Global Executive MBA (#1(tie)) in the U.S.–*CEO Magazine* (2026)

#12 Best Online Master's in Business Programs–*U.S. News & World Report* (2026)

#19 Best Financial Engineering Programs in the U.S.–*QuantNet* (2025)

#23 Best Business School in the U.S. (Part-Time MBA)–*U.S. News & World Report* (2025)

#6 Highest ROIs in the Nation for Business Schools–*Poets & Quants* (2024)

#19 Top Public Colleges for High-Paying Careers in Finance, Tech, and Consulting–*Wall Street Journal* (2024)

Top MBA programs for Artificial Intelligence in USA (MBA)–*MBA Crystal Ball* (2025)

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