BRIDGE TO BUSINESS FOR ENGINEERS IS A SIX-DAY NON-CREDIT PROGRAM GIVING EARLY-CAREER ENGINEERS BUSINESS FUNDAMENTALS REQUIRED TO BE SUCCESSFUL.

The program is a unique collaboration between Marquette University’s College of Business Administration and the Opus College of Engineering. The faculty of both colleges, along with members of the local business community, have designed a curriculum focusing on key touch points between engineers and other functions across the business. Participants experience a mix of classroom and real-world learning opportunities to become more effective in their current and future roles.

Who Should Attend
The program is designed for early-career engineers. This includes recent engineer graduates with a bachelor’s degree or those with up to five years’ experience.

Program Objectives
• Increase understanding of the various divisions of the business enterprise
• Provide tools to effectively deliver engineering expertise cross-functionally across the organization
• Develop skills for communication, decision-making and team leadership
• Lay the foundation for a path to become a high-potential leader

SESSION 1 SPRING:
IN-PERSON – $4,250 PER PARTICIPANT.
Two weeks: May 23rd - 25th & June 6th - 8th, 2023

SESSION 2 SUMMER:
IN-PERSON – $4,250 PER PARTICIPANT.
Two weeks: Aug. 8th - 10th & Aug. 22nd - 24th, 2023

KEY PROGRAM MODULES
• Teamwork and team leadership
• Personality and communication styles
• Conflict and negotiation
• Accounting and financial statements
• Marketing channels, sales and pricing
• Voice of the customer
• Supply chain management

“The program taught me to consider how decisions made as an engineer can impact an entire organization…”

Kat Donovan | Design Engineer, WI

414.288.EXEC (3932)
bridge2biz@marquette.edu
marquette.edu/business/bridge-to-business

Executive Education | Straz Hall P.O. Box 1881 | Milwaukee, WI 53201-1881