

BRIDGE TO BUSINESS FOR ENGINEERS

Sponsored by Zurn Elkay Water Solutions



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.

Purchase
Two Spots
and receive
a Third for
FREE!

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

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

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



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