10th Anniversary Celebration of the Pharmaceutical MBA Program

April 26, 2010 at 4:00PM
Rutgers Business School’s Pharmaceutical MBA Program will be recognizing its ten year partnership with seven pharmaceutical sponsors: Bristol-Myers Squibb, Eisai, Johnson & Johnson, Merck, Novartis, Roche and Schering-Plough (now part of Merck).

Keynote Speaker: The Honorable Richard Bagger, Chief-of-Staff, Office of the Governor of New Jersey.

Free admission. Alumni are welcome.

Space is limited so please RSVP today.

Co-sponsored by: Rutgers Business School’s Pharmaceutical MBA Program, The Blanche and Irwin Lerner Center for Pharmaceutical Management Studies, The Pharmaceutical Management Club (PMC), and The Rutgers Business School Alumni Association (RBSAA).

Alumni in the News

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Lantheus Medical Imaging Appoints Robert A. Spurr
MedicExchange.com (New York, NY) - February 18, 2010
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Peddie’s Casey goes out on top
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Alumni Features:

RBS Alumni Association Career Seminar: Finding a Workplace You’ll Love featuring “Nice Guy” Doug Rogers
Alumni Quick Links
- e-Connect & re-Connect
- Educational Perks for Alumni
- Post-MBA Certificates
- Executive MBA Open Houses (Newark)
- MBA Open Houses
- International EMBA
- Alumni Office

RBS Quick Links
- Highlights
- Newsletters
- Faculty blogs
- Follow RBS on Twitter
- Research centers
- Publicize your event
- Submit news item
- Rutgers Today: University News
- RBS Communications and Marketing contact info

Top news stories:
1. Hard-hitting Rutgers EMBA program rises in rankings
2. Faculty Insight: Court ruling suggests taxpayers obtaining MBA as means to enhance existing career may be able to deduct tuition expenses
3. Rutgers Business Plan Competition Winners: Where are they now?
4. Wall Street executives rank Rutgers as one of the "Top 10 Quant Schools"
5. Department of Accounting, Business Ethics & Information Systems ranked 15th worldwide in research productivity

April 28th at 6:30 PM @ The Hilton Woodbridge Hotel, 120 Wood Avenue South, Iselin, NJ 08830 (Map)
Doug Rogers is the former President of Wyeth Consumer Healthcare, maker of well-known brands including Advil®, Centrum® and Chapstick®.
- Learn about Rogers' "Nice Guy" principles.
- Learn how job "fit" leads to value, happiness.
- Receive a free RBSAA Career Planning and Job Search Resources Guide.
Registration is $20.00 per person for current students, RBS alumni, and their guests. Register here.

Please direct any questions to rbsaa.career.services@gmail.com.

Rutgers Business School Alumni Association 2010 Member Survey
Over the past 6 decades the RBSAA has developed a reputation for delivering programs that help Rutgers Business School Alumni extend the value of their Rutgers business education.
Now the RBSAA needs your help to determine its future programming. By click on the link below, and completing the 14 question RBSAA 2010 member survey, you will help shape the future of the RBSAA.
To take the RBSAA 2010 Member Survey, click here.
The RBSAA 2010 member survey will only be available for a limited time so please complete it as soon as possible.

New Leadership and Management Certificate Programs
Share your career path with us and become a top performing leader... Rutgers Center for Management Development announces the rollout of the new Leadership and Management Certificate Programs in March 2010. These programs offer the techniques, tools, and skills needed across the career continuum, from the initial assignment of supervisory responsibilities, to the progression to management, up to middle management and the executive suite.

Please visit our web site, www.cmd.rutgers.edu/leadership, to view the updated program descriptions tailored to the individual needs of participants and designed to provide an immediate return on investment, along with a professional development strategy for ongoing success. If you should know of any individuals and/or organizations that would have an interest in our programs, please contact Dr. Peggy J. Grant at 732.445.5650 or via email pgrant@cmd.rutgers.edu.

ALUMNI REUNION 2010 - Save the date!
Newark Campus
Saturday, April 17, 2010
R U looking to reunite with friends from Rutgers? Would you like to relive your school memories? If you are looking to reminisce with graduates from the Rutgers Business School, we need your help. We are looking for you to recruit RBS alumni for the Rutgers-Newark Reunion on Saturday, April 17, 2010.
Come rally at our Reunion planning meetings on Tuesday, Jan 19th and Thursday, Feb 18th at 6:00 p.m. in the Paul Robeson Campus Center on the Newark campus. Phone conferencing will be available.
Please respond by copying and pasting one of the lines below in a reply email to ddonahue@alumni.rutgers.edu by Jan 28th. All Rutgers Business School alumni are welcome.

2010 Two-Day Certificate Program in Pharmaceutical Management
April 29, 2010 to April 30, 2010
Rutgers Business School's Blanche and Irwin Lerner Center for Pharmaceutical Management Program offers A Two Day Certificate Program in Pharmaceutical Management. This Program provides a framework for understanding the structure and competitive profile of the industry, and includes a review of key regulatory issues, applicable patent law, drug pricing and reimbursement including the design of prescription drug benefit plans, DTC advertising, mergers and acquisitions, public policy initiatives, and financial evaluation.
Update your MBA with the Post-MBA Certificate
An easy way to update your MBA degree and incorporate the latest knowledge on contemporary topics, earn an Rutgers Business School Post-MBA Certificate in as little as four three-credit elective courses. You can pick from any of the existing RBS MBA concentrations or design your own custom certificate that is tailored to your career objectives. For RBS alumni only, the application fee and the school fee are waived, and no transcripts are required. To register, call 973-353-5275 today.

Learn about the MiniMBA™ courses being offered
Or consider taking one of the MiniMBA™ courses offered through our Center for Management Development. These courses can be applied towards an MBA degree or simply to improve management skills. For details, visit www.cmd.rutgers.edu.

For benefits available to all members of the Rutgers University Alumni Association, visit Ralumni.com.

Recent News
More news at business.rutgers.edu/news

MBA students helping companies take their business to the next level

Co-Founder of hip, new hair care line credits MBA Program at Rutgers

RBS students, alumni donate time and effort to help with Newark Now tax-assistance program

EMBA alums dedicate terracotta warrior statue to Professor Farrokh Langdana, the "macroeconomic general"

Faculty Insight: Art critics as a model for business columnists and business academics

Rutgers Business School professor testifies on corporate social responsibility to European Parliament

French-Canadian finds dream comes true pursuing Rutgers International Executive MBA

Winning Supply Chain Management students move on to regional case competition

The Academy Awards and their impact

Hot Topics: Talking about Toyota

Perspectives on the Next Decade: America Needs to Regain Faith in its Future

New undergraduate major Supply Chain Management and Marketing Sciences holds "meet and greet" for corporations and New Brunswick students

Highlights of Recent Media Coverage
More coverage at business.rutgers.edu/coverage10

Co-Founder of 'Tea and Honey Blends' hair care line credits
Rutgers business school

The Star Ledger (Newark, NJ) - March 11, 2010
A co-founder of Tea and Honey Blends, which sells hair care products, gives credit to the MBA program at Rutgers’ School of Business-Newark and New Brunswick for her success, and a professor has been serving as an unofficial consultant, a report in Rutgers Focus said.

CFOs: innovate, beware of inflation

NJBiz (Newark, NJ) - March 11, 2010
The logs of inflation have been "doused with gasoline, and awaiting the match that will spark a conflagration," said Farrokh Langdana, a Rutgers University economics professor and director of the school’s executive MBA program. He spoke Thursday morning at a CFO roundtable, "Navigating the New Norm," sponsored by The CFO Alliance, a peer-to-peer networking organization for chief financial officers.

Media Morning: 'Hurt Locker' Oscars probably offer little financial bang for Summit

USA Today (New York, NY) - March 8, 2010
The publicity from being nominated for an Oscar is "more valuable financially than actually winning," says Rutgers Business School's S. Abraham Ravid, currently a visiting professor at the University of Chicago. His studies also offer little cheer for producers who hope Jeff Bridges and Sandra Bullock will be bigger draws now that they have best actor and actress awards."Award winners do not increase revenues" for the films in which they star, Ravid says. As a result, hiring Bridges or Bullock for their Oscar-enhanced star power "may not necessarily be a profitable proposition."

Academy Award winners don’t guarantee financial success

NewsRoomNJ (NJ) - March 6, 2010
The actors who walk away clutching a gold-plated Oscar will be happy, content in the knowledge that their salaries almost certainly will rise with their new title: Academy Award winner. But what about the success of the movies they will go on to star in?"The question is whether the Academy Awards are an indicator of value for future films. The answer to that is no," said S. Abraham Ravid, a finance and economics professor at Rutgers Business School-Newark and New Brunswick who has built a body of academic research focused on where popular culture and money intersect in the motion picture industry.

Publish and perish

China Economic Review (CN) - March 2010 Issue
March 2010: Academic corruption in China threatens to discredit legitimate researchers, but there is no easy solution. Farrokh Langdana, director of Rutgers' EMBA program here, says the onus is on administrators to make sure quality standards are upheld at their individual schools. "Program directors in global MBA programs must also be gatekeepers," he said.

Sexually suggestive jeans billboard in Newark sends wrong message

The Star Ledger (Newark, NJ) - February 28, 2010
Professor James Sawhill says advertising is designed to impart information and conjure up emotion. It can be laughter, fear, concern. In this case, it's something primal. Or you could come up with a good caption contest. However, the billboard contains no informational content. It's strictly emotional, and Sawhill says ads like this are far too common in minority communities.

Business school to transform campus image

Daily Targum (New Brunswick, NJ) - February 25, 2010
Much like the rest of the New Brunswick/Piscataway campuses, Livingston campus will soon have an identity of its own as the campus for business and professional studies. Administrators are planning for a Rutgers Business School building on Livingston campus, which will be created as part of University President Richard L. McCormick's vision for the transformation of the campus, said Antonio Calcado, vice president of Facilities and Capital Planning.
Rutgers in Newark Will Offer Master of Business and Science Degree, Tech Management Certificate

RU Media Relations (Newark, NJ) - February 18, 2010
The Rutgers Board of Governors today approved a Master of Business and Science (MBS) degree for the Newark campus. The new degree program will allow working adults and full-time students to pursue coursework in science, engineering and management while developing workplace skills highly valued by employers.

5 Tips on Career Self-Improvement

DiversityInc.com (Newark, NJ) - February 18, 2010
DiversityInc put together a few tips from experts, including valuable ways to keep the momentum going in your career. According to Dr. dt ogilvie, associate professor of business strategy at Rutgers Business School, the experience can help you make a good impression on several levels.

Report on academic honesty at FGCU could lead to changes

Naples Daily News (Naples, FL) - February 18, 2010
For some students, the line between cheating and getting a little help can be fuzzy. It is not uncommon, says Donald McCabe, a professor at Rutgers Business School in New Jersey, who has spent 20 years studying academic dishonesty.

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Upcoming RBS Events
More events at business.rutgers.edu/events

RBS Graduate Admissions Online Chat
March 24, 2010

MBA & GRADUATE ADMISSIONS OPEN HOUSE
March 27, 2010

Faculty Industry Symposium
April 2, 2010

RBS Graduate Admissions Online Chat
April 7, 2010

MBA & GRADUATE ADMISSIONS OPEN HOUSE
April 10, 2010

Leadership: Charting Your Course to Success
April 14, 2010
MBA Information Session
April 17, 2010

Graduate Admissions Information Session
April 20, 2010

RBS Graduate Admissions Online Chat
April 21, 2010

ALUMNI CELEBRATION: RBS New Brunswick
April 24, 2010

Ten Year Anniversary Celebration of the Pharmaceutical MBA Program
April 26, 2010

Finding a Workplace You’ll Love
April 28, 2010

2010 Program in Pharmaceutical Management
April 29, 2010 to April 30, 2010

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