April 2010

Features | News | Media | Events | Business, Science, and Technology

10-Year Anniversary Celebration of the Pharmaceutical MBA Program
April 26, 2010
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).
-Click for event Information-RSVP today!

CEO Lecture Series
April 28, 2010
Dean Michael R. Cooper, PhD and the Rutgers Business School Board of Advisers cordially invite you to attend the CEO Lecture Series featuring Alumnus Ralph Izzo, Chairman of the Board, President & CEO, Public Service Enterprise Group Inc. (PSEG).
-Reception to follow presentation.-Click for event Information-RSVP today!

New Brunswick Alumni Celebration
Come and reunite with friends at the Rutgers Business School New Brunswick Alumni Celebration on April 24, 2010, also Rutgers Day. Mix and mingle with current students, faculty and alumni and get a sneak preview of the plans for the new Professional Livingston Campus.

The gathering will be held in the newly renovated Livingston Student Center. Don’t miss this great opportunity to reminisce and enjoy the sounds of our own Finance Professor Ben Sopranzetti and other Rutgers alumni as Jukebox Heroes performs live! Bring the kids for fun with clowns, face painting, cotton candy and more! There will be plenty food and refreshments, so save the date and plan to come to campus on April 24, 2010.

All alumni are welcome. Registration is required and limited to the first 200 alumni.

Register now at: business.rutgers.edu/RBSNB-AlumniCelebration

Alumni Quick Links

Alumni in the news:

Folica, Inc. Appoints John Hetherington as Chief Financial Officer
PR Web (New York, NY) - April 15, 2010
Folica.com, a leading online beauty retailer, today announced the appointment of RBS Alumnus John Hetherington (MBA) as the company’s Chief Financial Officer. Hetherington brings more than 25 years of senior finance and operations experience at Frederic Fekkai & Co., L’Oreal USA and Chanel, Inc. to his role as CFO of Folica.

RBS Alumnus Named Interim Metro General Manager
DCist (Washington, DC) - March 2010
RBS Alumnus (MBA) and former New Jersey Transit chief Richard Sarles as the Washington Metropolitan Area Transit Authority’s new interim general manager. Sarles, has an impressive résumé, having recently retired as Executive Director of New Jersey Transit, with more than 25 years total experience in the industry.

Professional Pricing Society Appoints Christopher D. Provines to its Board of Advisors
Trading Markets.com - March 17, 2010
The Professional Pricing Society (PPS) is pleased to announce the addition of Christopher D. Provines to its Board of Advisors. Mr. Provines is the Vice President of Global Strategic Pricing, Reimbursement & Government Affairs for Siemens Healthcare Diagnostics. Chris has an MBA from Rutgers University and is also a certified six sigma black belt. He is a distinguished Adjunct Professor at Rutgers University Business School MBA program, has published numerous papers on pricing and is a frequent speaker on pricing, business improvement and innovation.

Alumni Features:

iPad Core Component of new Rutgers Mini-MBA in Digital Marketing

The Rutgers Center for Management Development is providing free iPads to all students who enroll in the new Mini-MBA: Digital Marketing Executive Certificate Program, being offered this summer.

Students keep the iPads after the completion of the program. Apple is meeting with Rutgers faculty to customize the iPad for use in the class, and to help develop new and innovative ways to use the device for education. The first class is limited to 30 students and will be offered as a one week intensive program on the Livingston campus starting July 19th - July 23rd. In addition to receiving the iPads, students successfully completing the 30 hour program will receive a Digital Marketing Certificate, and, if they pass an optional exam, are eligible to receive up to 3 credits toward the full time MBA program. The program is designed for marketing professionals seeking to learn the latest technologies and tools and technical professionals looking to expand their roles in marketing.

For more information contact Eric Greenberg at (908) 415-8275 or eric.greenberg@rutgers.edu or visit www.cmd.rutgers.edu.

RBS Alumni Association Career Seminar: Finding a Workplace You’ll Love featuring “Nice Guy” Doug Rogers

When: April 28th from 6:30PM to 9:30PM
Where: 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.
To register, click 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.

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. Click here for more information.

**Rutgers University Certificate Program: Strategies for Designing and Leading Your End-to-End Supply Chain**

**June 16-18, 2010, Piscataway, NJ**

**Attention Alumni:** The Rutgers Center for Supply Chain Management is pleased to offer our annual certificate program on effective management of the end-to-end supply chain.

In today’s economy, it is vital for companies to better manage their supply chain networks. Our certificate program will deliver state-of-the-art knowledge in the major aspects of supply chain management, including strategy, sourcing and procurement, logistics, operations, and organizational alignment. This program is co-sponsored by the Council of Supply Chain Management Professionals (CSCMP). Designed with leading experts in the field, our program will give you a complete “end-to-end” view of supply chain management strategy and most importantly, you will take away actionable and proven ideas for implementation tailored to your business.

**Rutgers alumni will receive a 5% registration discount.** For more information or to register, please visit [http://scmcenter.rutgers.edu/cp](http://scmcenter.rutgers.edu/cp) or please call (973) 353-1169 or email us at cscm@business.rutgers.edu.

**Educational perks for RBS alumni**

**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](http://www.cmd.rutgers.edu).

*For benefits available to all members of the Rutgers University Alumni Association, visit [Ralumni.com](http://Ralumni.com).*

**Recent News**

More news at [business.rutgers.edu/news](http://business.rutgers.edu/news)

**RBS team takes 2nd in Johnson & Johnson national case competition**
Rutgers and Apple team up to offer iPad business courses

The Star-Ledger (Newark, NJ) - April 20, 2010
Forget cranking out software code and hoping to strike it rich with a hit iPad app. Rutgers University said yesterday it will offer business courses — rather than application development ones — that revolve around Apple's hot new tablet computer. The program will be the first of its kind in the country and is a collaboration between Rutgers officials and Apple's higher education team. The week-long pilot, a digital marketing course, will launch July 19 and will award certificates to students.

Futures markets go Hollywood

Canadian Business.com (Canada) - April 20, 2010

Lifelong Learning Opportunities at Rutgers University

News from Rutgers (New Brunswick, NJ) - April 19, 2010
In the last year alone, approximately 45,000 non-traditional students took advantage of Rutgers' continuing professional education and lifelong learning programs — including more than 2,300 online and off-campus courses and course sections available to non-traditional students across New Jersey and beyond. Rutgers Business School has various traditional and non-traditional opportunities for students of any level (certificate programs, undergraduate, graduate, executive education).

Rutgers Business School to add $85 million facility

Philadelphia Inquirer (Philadelphia, PA) - April 19, 2010
Business Week - April 19, 2010
To meet the growing demands of its undergraduate business program, Rutgers University plans to start building an $85 million facility on its Livingston Campus next spring. The building will include 156,000 square feet of classrooms, lecture halls, instructional labs, meeting spaces, student lounges, faculty offices, a business library, and a mock trading floor.

Rutgers Business School re-accredited with AACSB

F1GMAT.com - April 17, 2010
Rutgers Business School – Newark and New Brunswick has recently been re-accredited with AACSB, the Association to Advance Collegiate Schools of Business.
AACSB International accreditation represents the highest standard of achievement for business schools, worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation is the hallmark of excellence in management education.

Certificate Programs in Pharmaceutical Management

Non-ClinicalJobs.com - April 17, 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.

Rutgers sets schedule for new business school

The Star-Ledger (Newark, NJ) - April 16, 2010
The board of governors of Rutgers University approved construction of an $85 million business school in Piscataway as part of a long-term plan to redevelop the Livingston campus into a center for business and professional studies. Increased demand for business school degrees exceeds the current capacity of
the Rutgers Business School on the New Brunswick campus. Rutgers Business School started a four-year undergraduate program on the New Brunswick campus in fall 2008 for the first time since it began offering degrees in 1986.

**Rutgers Business School to construct $85M facility on Piscataway campus**

**The Star-Ledger** (Newark, NJ) - April 16, 2010

The Rutgers Business School plans to expand with an $85 project to construct a new facility on the Livingston Campus in Piscataway. The facility will accommodate the demand of business students, which has been growing since the school created a four-year undergraduate business program in 2008 on its New Brunswick campus.

**Rutgers approves construction of $85M business school**

**NJBIZ** (Newark, NJ) - April 16, 2010

Rutgers University’s Livingston campus will be home to an expanded business school facility, after the university’s board of governors approved the project on Thursday. Construction on the $85 million facility for the Rutgers Business School, in Piscataway, is slated to begin in spring 2011. The 155,800-square-foot building will include academic space, faculty offices, meetings and a trading floor.

**Rutgers Continues Investment in the Future of the University with Approval of New Business School Building on the New Brunswick Campus**

**News from Rutgers** (New Brunswick, NJ) - April 15, 2010

The Board of Governors of Rutgers, The State University of New Jersey, today approved the construction of a new facility for the Rutgers Business School-Newark and New Brunswick (RBS) on the Livingston Campus in Piscataway. It will be the centerpiece of the long-term plan to redevelop the Livingston Campus into a center for business and professional studies.

**Mayor Booker and Obama Administration Official Deliver Remarks at Exports and Jobs Forum at Rutgers Business School Newark**

**City of Newark Press** (Newark, NJ) - April 14, 2010

**The Daily Newarker** (Newark, NJ) - April 15, 2010

**NJand.com** (Newark, NJ) - April 20, 2010

Mayor Cory A. Booker, U.S. Commercial Service Deputy Assistant Secretary Ro Khanna, Deputy Mayor of Economic and Housing Development Stefan Pryor, Brick City Development Corporation Chief Executive Officer Lyneir Richardson, and Small Business Development Center at Rutgers Business School Regional Director Dr. Tendai Ndoro, discussed the Obama Administration’s National Export Initiative during an Exports and Jobs Forum, which was held at the Rutgers Business School.

**Tech seeks to learn from integrity survey**

**The Daily Toreador** (Lubbock, TX) - April 15, 2010

In conjunction with the Center for Academic Integrity, Texas Tech and other universities around the world are participating in the Academic Integrity Matters survey. Donald McCabe, a professor of management and global business at Rutgers University and the founding president of the Center for Academic Integrity, said he plays a large role in administering the survey and Tech is one of more than 150 schools that have participated in the survey.

**Hail And Farewell To The Class Of 2010**

**News from Rutgers** (New Brunswick, NJ) - April 15, 2010

Meet several graduates who represent the best and the brightest of the Rutgers University, Newark, Class of 2010. They will be receiving diplomas during ceremonies next month.

**Folica, Inc. Appoints John Hetherington as Chief Financial Officer**

**PR Web** (New York, NY) - April 15, 2010

**Folica.com** a leading online beauty retailer, today announced the appointment
of RBS Alumnus John Hetherington (MBA) as the company’s Chief Financial Officer. Hetherington brings more than 25 years of senior finance and operations experience at Frederic Fekkai & Co., L’Oreal USA and Chanel, Inc. to his role as CFO of Folica.

Program offers training for Newark-area nonprofits
NJBIZ (Newark, NJ) - April 12, 2010
Rutgers Business School, in Newark, has been chosen to participate in a national fellowship program to train the next generation of community health leaders. The Rutgers Institute for Ethical Leadership; the city’s Victoria Foundation; Princeton’s Robert Wood Johnson Foundation; and the Center for Creative Leadership, in Greensboro, N.C., are collaborating in the RWJF "Ladder to Leadership" program, which will give fellowships to early- to mid-level professionals in health and community-related nonprofit organizations. The aim is to boost their skills and position them to take over from the retiring generation of nonprofit leaders.

Don Klock: Procurement intelligence key to value creation
Procurement Blog - March 23, 2010
While it's pretty obvious how good intelligence can help CPOs address supplier risk management, how can it help procurement functions when attention returns to growth and value creation? Professor of Supply Chain Management and Marketing Sciences Don Klock discusses in an audio clip.

Throw Out Skybox Tax Subsidies
The New York Times (New York, NY) - April 5, 2010
RBS Professor Jay Soled and Duke Law professor Richard Schmalbeck write about getting rid of tax subsidies and explains price explosions on business entertainment in a new Op-Ed in the New York Times. "Ideally, Congress would get rid of business-entertainment deductions altogether — after all, they are little more than an excuse for corporate executives to consume luxury items at a discount, distorting markets and cheating the public out of substantial tax revenue."

10 Best New Jobs for Men in 2010
Esquire Magazine (New York, NY) - April 5, 2010
If men like Bernie Madoff are national villains, then forensic accountants might be considered heroes. Large corporations and the government have increasingly trained regular old accountants for these positions in the wake of Enron; now, graduate programs like the one at the Rutgers Business School are gaining traction. Your job is simple: make sure everything adds up (in a legal sense), and hope you uncover a huge scandal.

Does Merck Agreement Pave a Road Toward Change?
The New York Times (New York, NY) - April 4, 2010
Business Week (New York, NY) - April 4, 2010
Shareholders of Merck sued in 2004, contending that current and former company officers and directors had breached their fiduciary duties in the marketing of the painkiller Vioxx, causing investors to lose billions. Michael A. Santoro, an associate professor of business ethics at Rutgers Business School, was paid by the plaintiffs to help draft the settlement terms. "I would argue that every company, not only in the pharmaceutical sector, but also in other industries,” he said, “should look at the settlement as a road map for things they need to revise in their own corporate governance.”

Building a solid foundation
NJBIZ (Newark, NJ) - March 29, 2010
The agency embraced these missions after a community needs assessment five years ago; its head, Tom Toronto, has now turned to a Rutgers University outreach program “to determine the level of awareness of our services, find out how our services resonate with the needs of the community and see what else we need to do.” This follow-up study is among the projects selected by Rutgers Business School's nonprofit consulting group, which has assembled 22 management consultants who specialize in nonprofits — and have agreed to work with Rutgers for less than their usual fees.

Study: DOJ Ups Publicity of Tax Fraud Before April 15
The Justice Department tends to tout its successful prosecutions of tax fraud cases right before April 15 each year, according to a new study set to be published in the Virginia Tax Review. For the study, Joshua D. Blank of New York University School of Law and Daniel Z. Levin of Rutgers Business School analyzed 782 news releases issued by the Department of Justice Tax Division from 2003 through 2009, in which the DOJ announced a civil or criminal tax enforcement action against a taxpayer.

Students Learn to Make a Difference and Make a Living

News from Rutgers (New Brunswick, NJ) - March 2010
Social entrepreneurship was already being taught in Newark and New Brunswick through the Center for Urban Entrepreneurship & Economic Development at Rutgers Business School. And the concept had been embraced by the Intersect Fund, a microfinance venture founded by two Rutgers students for the benefit of New Brunswick in 2007. Matsuda knew he wanted to design a course that would appeal to students in all disciplines, but realized he needed someone with business savvy to help.

Professional Pricing Society Appoints Christopher D. Provines to its Board of Advisors

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Yaz birth control health problems raise concerns

The New York Times (New York, NY) - March 13, 2010
Bayer Corporation, the makers of Yaz birth control and pharmaceutical giant is at the center of lawsuits, alleging that their most popular form of contraceptive is causing serious health issues to otherwise healthy young women. "The health questions and lawsuits may rattle consumer confidence, but the warnings from federal health authorities about advertising and quality control raise larger questions about Bayer's approach to complying with government rules," said Michael A. Santoro, an associate professor at Rutgers Business School, who studied ethics in the pharmaceutical industry.

Marketing Plan Assistance for Small Businesses

Small Business Solutions - March 2010
Each fall semester, RBS Professor Stevie Watson assigns a project to his Marketing for Decision Making classes that involves creating a free marketing plan for actual small- and medium-sized businesses in New Jersey. By doing so, Watson is able to help his students apply his lectures to real world practice, while simultaneously helping New Jersey's business community.

RBS Alumnus Named Interim Metro General Manager

DCist (Washington, DC) - March 2010
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Upcoming RBS Events

More events at business.rutgers.edu/events

RBS Graduate Admissions Online Chat
April 21, 2010

**Rutgers-Newark SBDC**
April 22, 2010

**Giving Voice to Values by Mary Gentile, PhD**
April 21, 2010

**Pitch Seminar**
April 23, 2010

**ALUMNI CELEBRATION: RBS New Brunswick**
April 24, 2010

**Rutgers Day 2010**
April 24, 2010

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

**Finding a Workplace You’ll Love**
April 28, 2010

**CEO Lecture Series, featuring Ralph Izzo**
April 28, 2010

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

**MBA Networking and Happy Hour**
April 30, 2010

**Triple Crown Conference**
April 30, 2010

**Graduate Admissions Information Session**
May 3, 2010

**Achieving Sales and Service Excellence in Your Business**
May 11, 2010

**RBS Graduate Admissions Online Chat**
May 12, 2010

**RBS Commencement 2010 in New Brunswick**
May 16, 2010

**RBS Commencement 2010 in Newark**
May 17, 2010

back to top^