$35,000 in prizes for the 2010 RBS Business Plan Competition, sign up today

Rutgers students and recent alumni are invited to compete in the 2010 Rutgers Business Plan Competition supported by the Sales Executives Club of Northern New Jersey Foundation, for $35,000 in cash prizes towards their business ideas. More than just a competition, this is a reflection of Rutgers Business School’s strong corporate partnerships and its emphasis on preparing its students and graduates to succeed in applying business concepts to real-world challenges.

Read more...

Alumni Features

Alumni in the news:

Startup Nasuni Launches With $8 Million in Funding From North Bridge Venture Partners, Sigma Partners

PR Newswire (Natick, MASS) - December 15, 2009

Nasuni (TM), a startup company preparing to offer a gateway to cloud storage, announced today it has secured $8 million in Series A funding from North Bridge Venture Partners and Sigma Partners. Founder and alumnus Robert Mason (MBA) holds upwards of 25 patents.

Alumni Features:

2010 RBSAA Member Survey

Next month the Rutgers Business School Alumni Association (RBSAA) will be sending out its 2010 member survey. This survey helps the RBSAA determine what programs it will offer in 2010. Programs like:

- Getting certified in Lean Six Sigma
- Honing resume and interviewing skills
- Making a difference in the community
- Expanding social and professional networks

If you have either a graduate or undergraduate business degree from Rutgers you are already a member of the RBSAA. To get your copy of the 2010 RBSAA member survey send an email to rbsaa.volunteers@gmail.com indicating that you’d like to be added to the mailing list.

RBS MBA Alumni Club of NJ Seeks Volunteers to Help
**Students**
The RBS MBA Alumni Club of NJ is currently seeking volunteers to help students with mock interviews and advise on best ways to job search. We are focused on ensuring that graduating students are prepared for the challenges they face when attempting to land a job.

For more information on how you can volunteer, please contact Gabriel Fizicki at fizicki@alumni.rutgers.edu.

**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.

**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.

**CMD Open House: SOCIAL MEDIA MARKETING**
**January 26th, 6-8 pm**
Professor Shen Yeniyurt, an instructor in Center for Management Development's newest Mini-MBA: Strategic Marketing will be giving a brief presentation on how to monetize social media marketing to generate ROI. Because space is limited, please RSVP to openhouse@cmd.rutgers.edu.

**2010 RBS Alumni Celebration**
**Saturday, April 24, 2010**
New State of the Art Livingston Student Center
11:00 a.m. – 1:30 p.m.
Meet Dean Michael R. Cooper, PhD, Senior Associate Dean Marty Markowitz, PhD and MBA Director Susan Gilbert PhD and get a sneak preview of the future Livingston Professional Campus!

Enjoy popular Jukebox Heroes band perform, starring finance professor Ben Sopranzetti and 4 Rutgers graduates! Mix & mingle with faculty, staff and current students! Win great prizes! Raffles every 15 minutes! Bring your kids for a day of fun with the Moonwalk, face painting clown, cotton candy and popcorn! Enjoy delicious food and refreshments.

For more info and registration go to: http://business.rutgers.edu/RBSnb-AlumniCelebration

**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.

Rutgers Alumni are Invited to a Jobnob Palo Alto Happy Hour Tuesday, February 2, 2010 at 4:30 pm.
For anyone interested in working with a startup; Any startup or tech company. For more information and registration details, visit: http://www.jobnob.com/happy-hour/Palo Alto-feb-2-2010.

Join the Minority MBA Alumni Network!
The RBS Minority MBA Alumni Network was recently established to bring together all minority MBA’s who have graduated and/or are current students at RBS.
The network seeks to bring together all Hispanic and African American MBA students and alums, and Friends and Supporters of Minority MBA’s at RBS, to network, build a family that will become a support system after graduation, provide professional development events for alums at all stages of their careers, and to advocate for the recruitment and retention of more minority students at RBS.

Currently, we are looking for committed RBS alums and students to become part of the board for the RBS Minority MBA Alumni Network and help launch the organization in late 2009. Make a difference by contributing your time and getting involved and become part of the group which will be home and the voice for all Minority MBA’s at RBS, for more information, please contact Brigitte Gonzalez at bgonza@mba.rutgers.edu.

MyWorkster and Top Business Schools Present the First-Ever Multi-School Alumni Job Fair
January 22nd at Pace University in New York City
MyWorkster, the leading online career development network will bring together more than two dozen of the nation’s top business schools for the first ever Multi-School Alumni Job Fair for job seekers with Masters degrees in business. More than 40 leading companies will also take part in this unprecedented event.

The event, specifically geared toward job seekers with MBA, MP and MS degrees, represents a new model in improving alumni access to top employers through a combination of both face-to-face and online networking. Learn more at www.MyWorkster.com.

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
Consider enrolling in one of the Mini MBA™ courses offered through our Center for Management Development. These include Business Essentials, Finance Essentials, BioPharma Innovation, Strategic Healthcare Management,
Strategic Marketing, and others. 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

Entrepreneurs complete program launched to help create jobs, improve resources available to grow their businesses

Faculty Insight: Tax treatment of bonuses is puzzling

$35,000 in prizes for the 2010 RBS Business Plan Competition, sign up today

Rutgers Business School Professor John Longo’s book on Hedge Funds receives critical acclaim from The Investment Professional

MBA Team Consulting students to offer solutions on how HCESC can better deliver programs and services for New Jersey school districts

Part-time MBA program still accepting applications through January 19, 2010

Thomas A. Renyi, former CEO and Chairman of The Bank of New York Mellon, kicks off “CEO Lecture Series”

CUEED presents at Global Social Venture Research Conference in Shanghai

Highlights of Recent Media Coverage

More coverage at business.rutgers.edu/coverage10

MBA Programs in Emerging Markets: China and Hong Kong

Find-MBA.com – January 18, 2010

Kelly Bratner, the Executive Director for Rutgers’ EMBA China program, agrees that the subtleties of Chinese business interactions can take some getting used to. “When you’re in the West,” she says, “when you sign a contract, you have a deal. But here, that’s not always the case. It’s almost like it’s the first step in a relationship. So it’s just a real change in terms of how you negotiate.”

Holding the Line: It’s time to confront our cheating culture and begin leading with our values

Hands On the News – January 2010 issue

By certain indicators, cheating is widespread in our culture. In research by Donald McCabe, a professor of management and global business at Rutgers Business School, more than 70 percent of students across all types of education report that they engage in some form of cheating. (Newsletter by www.handsorganization.org)

Top 10 Executive MBA Programs in Asia

Ehow.com – January 18, 2010

The 14-month International Executive MBA program from Rutgers, the State University of New Jersey, is listed among the top ten Executive MBA Programs in Asia on ehow.com. Offered from the Shanghai and Beijing campuses of the university, the program requires seven years of work experience, including three at the management level.

Central Jersey teens are succeeding in business

My Central Jersey.com (Central New Jersey) – January 17, 2010

dt ogilvie, director of The Center for Urban Entrepreneurship & Economic Development (CUEED) at Rutgers University, said more young adults are becoming entrepreneurs. Ogilvie said a recent student survey conducted by the
college indicated that most students want to own their own business. She said the drive of those students comes from several factors: Seeing their parents lose their jobs as a result of companies downsizing; having young Internet millionaires and entertainer-entrepreneurs as their heroes instead of managers of big companies; and seeing others fail to land jobs after completing college or master's degree programs.

More budding entrepreneurs popping up across college campuses
The Star-Ledger (Newark, NJ) - January 17, 2010
Internet Marketing Strategies and Technology - January 17, 2010
At Rutgers University, a growing demand led to the launch last year of an entrepreneurship concentration in the MBA program, said dt ogilvie, founding director of the university's Center for Urban Entrepreneurship & Economic Development. School officials are also in the process of approving an undergraduate minor in entrepreneurship. "Nowadays, students are much more interested because you see a lot of young entrepreneurs. The Google guys, the Twitter guys — all these young people are now the heroes," ogilvie said.

Frivolous privacy concerns
Dahn Batchelor's Opinions Blog - January 12, 2010
In 2006, a study found that 56 per cent of graduate business students admitted to cheating in the previous year, compared with 47 per cent of non-business students. Donald McCabe, lead researcher on the study and business strategy who is also a professor at Rutgers said, "Those numbers are probably under-reported. Since the survey was voluntary, more dishonest students were less likely to fill out the survey, and those who did complete it may have under-reported how much they cheated."

Rutgers needs central database as it struggles with increased college applications, report says
The Star-Ledger (Newark, NJ) - January 2, 2010
Undergraduate applications to Rutgers University poured in at a nearly record pace in December, further pushing one big-ticket item ever higher on administrators' wish lists. The benefits of collecting data extends far beyond increased efficiency, said Hui Xiong, a data-mining expert and professor at Rutgers Business School in Newark. Endowment growth would accelerate, Xiong said, because officials could easily track alumni over many years. The most likely and most deep-pocketed donors could be identified by considering factors such as their major and employer.

The Business of Zeroing In
The New York Times (New York, NY) - December 29, 2009
The percentage of business school students enrolled in specialized programs has risen about 4 percent each year since 2001, according to Daniel R. LeClair, the organization's vice president for knowledge services. More than a fifth of business school students are now seeking such degrees. With major pharmaceutical firms like Merck and Johnson & Johnson headquartered in the state, Rutgers University in New Jersey offers an M.B.A. in pharmaceutical management.

New 'Mini-MBA' Tackles Marketing Challenges
New Jersey & Company (New Brunswick, NJ) - December 24, 2009
In an increasingly global and technology-driven economy, marketing professionals are challenged to adapt to the changing marketplace while remaining focused on their traditional tasks of delivering value to the customer and enhancing their organization's success. To help marketers respond to these challenges, Rutgers' Center for Management Development (CMD) is launching a new mini-MBA certificate program in strategic marketing management in early 2010.

Mini-MBA in Strategic Marketing to be Launched by Rutgers Center for Management Development in 2010
RU Media Relations (New Brunswick, NJ) - December 23, 2009
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remaining focused on their traditional tasks of delivering value to the customer and enhancing their organization’s success. To help marketers respond to these challenges, Rutgers’ Center for Management Development (CMD) is launching a new mini-MBA™ certificate program in strategic marketing management in early 2010.

**PNC contributes $25,000 to expand the Entrepreneurship Pioneers Initiative, which seeks to impact budding entrepreneurs in New Jersey**

RU Media Relations (New Brunswick, NJ) - December 18, 2009

PNC Bank presented a $25,000 check to The Center for Urban Entrepreneurship & Economic Development (CUEED) at Rutgers Business School on November 12 to expand the Entrepreneurship Pioneers Initiative (EPI), which is helping 50 entrepreneurs grow their businesses through training, one-on-one counseling, networking opportunities and access to local financial resources.

**Investors Bet on Resurgence of Inflation**

The Wall Street Journal (New York, NY) - December 16, 2009

"I’m very skeptical that the Fed is going to be able to sop up the liquidity in a timely period," says John Longo, chairman of the investment committee at MDE Group, a money-management firm for high net worth investors in Morristown, N.J., and a finance professor at Rutgers University. Managers at his firm have added funds with sizable allocations to gold and commodities and reduced bond holdings in their model portfolio to 10% from 30% a year ago.

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Upcoming RBS Events

More events at business.rutgers.edu/events

**RBS Graduate Admissions Online Chat**
January 20, 2010

**Rutgers Mini-MBA™: Strategic Healthcare Management**
January 25, 2010

**Pharma Seminar: The Evolving Role of Contract Research Organizations in Development**
January 26, 2010

**Exclusive RBS Internship crash course**
January 26, 2010

**Graduate Admissions Information Session**
January 26, 2010

**Exclusive Rutgers Business School Spring Career Fair**
January 29, 2010

**Knowledge and Innovation: A North East Regional Seminar Series**
February 5, 2010

**Graduate Admissions Information Session**
February 8, 2010

**Graduate Admissions Information Session**
February 16, 2010

**Rutgers Mini-MBA: Strategic Marketing February 23 – May 18**
February 23, 2010

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