May 2010

**Full-Time MBA Program still accepting applications**

*Apply or tell a friend!*

This is the perfect time to earn an MBA and Rutgers Business School is extending application deadlines to meet the growing demand for business education.

*Read More | Apply Today*

**NEW One-Year MBA Track**

Getting the relevant skills to succeed in today’s economy is crucial for people looking for a competitive edge in their careers. Rutgers Business School has started a new One-Year MBA Track for students to get the business education they need quickly.

*Read More | Apply Today*

**2010 RBS Business Plan Competition Winners**

With generous funding from the Sales Executives Foundation of NJ, the 10th annual Business Plan Competition wrapped up on May 20th, 2010 with the following results:

1st place winning $20,000:
*Stratimed*, anchored by MBA 2010 Sunay Shah

2nd place (tie) winning $7500 each:
*Equal Footing*, submitted by Dan Spindler, Emba 2010 and
*Big Day Network*, submitted by Mike DeCesare, BS in Business, expected Dec 2010

**Honorable Mention**: *Silagene*, presented by Nathan Greenhut and Behadir Erdem, both MBA 2010 and *Venipuncture*, a multidisciplinary team submitted by Zach Zwerko, MBA 2010

**Recent News**

More news at business.rutgers.edu/news

RBS alum Mei Wei Cheng to take over as President and CEO of Siemens China and North East Asia

Over 1,100 Rutgers Business School graduates cross the NJPAC stage, largest class since school’s founding in 1929

MBA Program ranks #17 in the nation for employment rate of graduates according to U.S. News and World Report

Rutgers Business School - Newark & New Brunswick is now on Facebook

Ralph Izzo, CEO of energy giant PSEG, speaks out on climate change’s implications in Rutgers Business School’s CEO speaker series

Announcement of winners of the RBS teaching and research awards

Rutgers Business School offers One-Year MBA track for students with advanced standing

Full-time MBA program still accepting applications for Fall 2010

Rutgers Institute for Ethical Leadership Probes Attitudes and Behaviors

Rutgers Business School celebrates 10-Year Anniversary of the Pharmaceutical MBA program

On-site visit to Newark-based PSEG gives MQF students firsthand experience of energy giant’s operations
Rutgers to put Apple iPad to the test in new digital marketing program

Partnership between pharmaceutical industry and RBS ensures relevant curriculum produces top-talent graduates pharma companies need

MBA students one-on-one with America's top executives in Executive Leadership class

Highlights of Recent Media Coverage

More coverage at business.rutgers.edu/coverage10

RBS IEMA Alumnus named President and CEO of Siemens Ltd., China and CEO North East Asia

Rutgers IEMBA - May 2010

RBS Alumnus Mei Wei Cheng (EMBA '99) will succeed Dr. Richard Hausmann as President and CEO of Siemens Ltd., China and CEO North East Asia. Cheng, who most recently was chairman of the board at Ford Motor in China, has decades of experience and a corresponding network of contacts. In addition to his many years working in the automotive industry, he also worked for a number of U.S. companies, including General Electric and AT&T. Cheng is a distinguished alumni member of Rutgers Business School - Newark & New Brunswick. He earned his MBA in 1999 through the RBS Beijing International Executive MBA program, having taken MBA classes at the school in the early '70s while working in New Jersey.

Pitching for Success: How to Present and Pitch a New Business Idea

AmCham-China Bulletin (Beijing) - May 20, 2010

AmCham-China members and guests recently came to the chamber's conference centre to hear Professor Ben Sopranzetti, Ph.D, of Rutgers University explain how to make a successful pitch to potential funding sources.

Legalized 'Cheating?'

Intermediate Students Blog - May 19, 2010

Indeed, despite a nationwide crackdown on everything from camera phones to drugs that help students’ test performances, three in four high-school students still admit to cheating. The number admitting to plagiarizing from the Internet in particular quadrupled between 1999 and 2005, according to studies by Donald McCabe, a professor at Rutgers Business School.

Full-time MBA program still accepting applications for Fall 2010

PRLog.com (Newark, NJ) - May 20, 2010

Earning an MBA full-time at Rutgers Business School - Newark and New Brunswick is a great option for those looking for career advancement. Our Full-Time MBA now offers the flexibility of a One-Year MBA track, where you can complete your degree at your speed in 12 to 21 months.

Rutgers Business School offers One-Year MBA track for students with advanced standing

PRLog.com (Newark, NJ) - May 20, 2010

Getting the relevant skills to succeed in today's economy is crucial for people looking for a competitive edge in their careers. Rutgers Business School has started a new One-Year MBA Track for students to get the business education they need quickly.

Newark nonprofit group offers loan program for Orange businesses

The Star-Ledger (Newark, NJ) - May 18, 2010

A Newark nonprofit is offering local entrepreneurs access to a $4 million pool of loans meant to help revitalize industry in the city of Orange. The Rutgers University Newark-based nonprofit Profeta Urban Investment Foundation will
invest a $1 million endowment into a select group of start-up or expanding businesses in Orange, the city announced last week.

**Are concert ticket fees a rip-off?**

*DailyRecord.com* (NJ) - May 16, 2010

"The perception of the public is never one to blame their heroes, the rock stars," Scher said. "Fundamentally, it's where the costs come from." Artists are putting more of an emphasis on touring and concerts as CD sales drop amid the digital music craze, in which fans can download single songs, not just entire albums. "The stars are looking at touring as a huge revenue stream," said Wayne Eastman, vice chairman of department of supply chain management and marketing sciences at Rutgers Business School.

**Grad Profile: Dwight Braswell - An Actor Finds his Calling in Business School**

*Rutgers FOCUS* (New Brunswick, NJ) - May 15, 2010

He acted in an acclaimed HBO miniseries, appeared in soap operas like *The Guiding Light*, and even sang lead for a rock band. Now Dwight Braswell, at the age of 30, is graduating from Rutgers Business School.

**Morgan Keegan's Leopold Named Top Earnings Estimator in Financial Times/StarMine 2009 Rankings**

*Earth Times* (Memphis, TN) - May 14, 2010

RBS Alumnus Simon Leopold (MBA) of Morgan Keegan & Company, Inc., a part of Regions Financial Corporation (NYSE:RF), is the top earnings estimator in the nation according to the *Financial Times/StarMine 2009 rankings* of Wall Street's best brokerage analysts published today. Leopold and two other Morgan Keegan analysts were also ranked #1 in earnings estimation and stock picking in their respective industry sectors.

**Rutgers Pharmaceutical MBA program producing talented graduates big pharma needs**

*PRLog.com* (Newark, NJ) - May 14, 2010

Just as the state of New Jersey is recognized as the nation's principal pharmaceutical hub, Rutgers Business School (RBS) has evolved as an academic leader in pharmaceutical management training and research. Through partnerships with global companies Bristol-Myers Squibb, Eisai, Johnson & Johnson, Merck, Novartis, Roche and Schering-Plough (now part of Merck), Rutgers has been offering a cutting-edge *MBA in Pharmaceutical Management* for 10 years.

**Take-A-Lesson with Dr. dt ogilvie, Director, Professor Rutgers University**

*Blog Talk Radio: AltruisticLeadership* - May 14, 2010

Dr. dt ogilvie joins host Annalisa Adams-Quilitiere, founder/President of Altruistic Leadership & Monika Brooks, Founder of Great Books for Our Kids & Leadershiping and Diversity consultant to discuss work, risk, & career management for diverse leaders. Dr. ogilvie is the founder of *The Center for Urban Entrepreneurship & Economic Development at Rutgers Business School (CUEED)*, the first center of its kind in the nation to integrate venture capital and city resources with university research to study and promote economic development and entrepreneurship.

**Roundtable Awards Rutgers Business School Student with Foundation Scholarship**

*Financial Services Roundtable* (Washington, D.C.) - May 13, 2010

The Financial Services Roundtable today announced that Caleb Alderman of Rutgers Business School is a 2010 Roundtable Financial Scholarship winner in honor of Thomas A. Renyi, Retired Chairman, BNY Mellon Corporation. Alderman is a finance major in his junior year at Rutgers University, based in New Brunswick, New Jersey. Alderman has previously served as a Refinery Operations Coordinator where he managed all crude oil processing and logistical operations for a 70,000 barrel per day refinery. Before that position, he was a Derivatives Trading Analyst responsible for petroleum products hedging and risk exposure activities. Watch an interview with Alderman [here](#).
How to Get In: Rutgers University Business School

U.S. News and World Report (Newark, NJ) - May 8, 2010
U.S. News posed questions to admissions officials at the Rutgers University Business School regarding the application process, what they look for in applicants, and what sets their school apart. Their responses are here.

Hoboken Mayor Zimmer to participate in 'State of Ethics' panel at Rutgers

Hudson Reporter (Hoboken, NJ) - May 7, 2010
Rutgers Institute for Ethical Leadership co-founder Alex Plinio will lead a discussion called "What has become of our values?" the day of the report's release from 9:30 a.m. to 12:30 p.m. at Rutgers Business School. Panelists include Hoboken's own Dawn Zimmer, along with Theresa McCoy, Manager for Education Grant Programs, Merck Company Foundation; and Lauren Ferrari, Director, Office of Business Conduct, Alcatel-Lucent.

Laser Energetics Appoints Two Senior Executives to Further Enhance Management Team

PR Newswire (Mercerville, NJ) - May 7, 2010
Laser Energetics, Inc. (Pink Sheets: LNGT) today reported that it has appointed RBS Alumnus James J. McKay (MBA) as a senior independent finance advisor to Robert Battis, the CEO of the Company. Mr. McKay has over thirty years in the Commercial Finance industry serving as CEO of a number of GE Capital and Bank of America divisions.

Biz Buzz

Graduate Management News - May 2010
Rutgers Business School-Newark and New Brunswick has announced that it will build an US$85 million facility on Rutgers University's Livingston Campus in Piscataway, New Jersey. The 156,000 square-foot-building is planned as a centerpiece of the university's long-term plan to redevelop the Livingston Campus into a center for business and professional studies.

Continental Airlines deal with United marks end of storied aviation name

NJ.com (Newark, NJ) - May 04, 2010
The importance of the Continental brand can't be underestimated," said Stevie Watson, an assistant professor of marketing at Rutgers Business School. "The name is huge in this region."

Bagger suggests growth avenues for N.J. life sciences firms

NJBiz (Somerset, NJ) - April 27, 2010
To remain a viable home for business, New Jersey needs to develop sector-specific strategies — especially for its life sciences industry, which faces competition from other states and globally, said Richard Bagger, chief of staff to Gov. Chris Christie, in remarks Monday at the 10th anniversary celebration of the pharmaceutical MBA program at Rutgers Business School, in Newark.

Program explores consumers with iPad

The Daily Targum (New Brunswick, NJ) - April 27, 2010
Apples will grace teachers' desks this summer at the University, but they may want to think twice before biting into them. The University, in an effort to merge traditional classroom learning and digital technology, is launching a new digital marketing certificate program this summer that will provide each student with an Apple iPad. The program is designed for working professionals who have already earned their undergraduate degrees and wish to return to school for executive education classes, said Eric Greenberg, a University Center for Management Development faculty member and coordinator of the digital marketing mini-MBA.

RL Architecture in Second Life

Architecture + - (April 27, 2010)
 Youtube shows a virtual prototype of the proposed Rutgers Business School, designed by the architectural firm TEN Arquitectos. It will soon be opening in Second Life - The model and immersive experience was commissioned by
Serving a City on the Move

The Intersect Fund (New Brunswick, NJ) - April 26, 2010
Ask most Rutgers students about their first New Brunswick memories, and you'll likely hear stories about Grease Trucks and late buses. But Megan Faust's Hub City recollections date back a bit further. A New Brunswick native, she remembers softball games at the old high school and picnics at her father's family home on Joyce Kilmer Avenue. Now, as Faust completes a Rutgers Business School bachelor's degree, she flexes her marketing muscle at the Intersect Fund. Her job is to help clients increase sales and find new customers.

Testing Apple iPad Tablet in New Rutgers Mini-MBA Digital Marketing Program

Search Engine Watch.com - April 25, 2010
This is a test. Each student enrolling in a new Mini-MBA: Digital Marketing Executive Certificate Program this summer at Rutgers, The State University of New Jersey, will receive an Apple iPad tablet. This is only a test. The iPads are not intended to be shiny new toys offered as gifts just for participating. Rather, they will be an integral part of the 12-session program, customized with Apple's help "to provide a new dimension to executive education in a field that is defined by technology," as a press release from Rutgers explains.

Saving America's 'worst city'

The Week - April 23, 2010
"People do come for concerts and hockey games, but the big issue is whether they will stay," said Dr. dt ogilvie, a member of the Brick City Development Corporation, the city's economic development engine and professor at Rutgers Business School. "Do we have things in place to make them want to stay?"

TEN Arquitectos design for Rutgers Business School prototyped in Second Life and OpenSim

The Arch Network - April 23, 2010
A virtual prototype of the proposed Rutgers Business School, designed by the internationally renowned architecture firm TEN Arquitectos (frequently covered by arcitecture), will soon be opening in Second Life - commissioned by Rutgers University. A larger, more detailed version will later be opened on their OpenSim grid.

Rutgers approves construction of $85M business school

NJBiz (Somerset, 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.

Upcoming RBS Events

More events at business.rutgers.edu/events

18th Conference on Postal and Delivery Economics
June 2, 2010 to June 5, 2010

Rutgers Mini-MBA™: BioPharma Innovation Accelerated 1-Week Program
June 7, 2010

Graduate Admissions Information Session
June 7, 2010
Graduate Admissions Information Session
June 15, 2010

GMAT Test Prep
June 19, 2010 to June 20, 2010

Rutgers Mini-MBA Business Essentials accelerated 1 week program
June 21, 2010 to June 25, 2010

23rd Annual Western Conference
June 23, 2010 to June 25, 2010

Graduate Admissions Information Session
July 12, 2010

Graduate Admissions Information Session
July 13, 2010

2010 Program in Pharmaceutical Management
July 15, 2010 to July 16, 2010

Contact the Rutgers Business School Communications Office for media contacts and to submit news and events.