

REVOLUTIONARY
FOR
250
YEARS

RUTGERS

Rutgers Business School
Newark and New Brunswick

MISSION

BY CULTIVATING BUSINESS KNOWLEDGE, ETHICAL JUDGEMENT, AND GLOBAL PERSPECTIVES IN OUR STUDENTS, PROMOTING INNOVATIVE RESEARCH AND TEACHING, AND ESTABLISHING ROBUST BUSINESS PARTNERSHIPS, RUTGERS BUSINESS SCHOOL – NEWARK AND NEW BRUNSWICK SERVES NEW JERSEY, THE COMMUNITIES WE RESIDE AND WORK IN, AND THE WORLD.



REVOLUTIONIZING OUR CURRICULUM, RESEARCH, TEACHING & STUDENT SERVICES

Business schools in the 21st century face unprecedented challenges. Mega trends such as urbanization, globalization, and digitization are transforming the way we deliver business education, changing the perceived value of a business degree, and redefining its relevance to students, employers and society.

Rutgers Business School is uniquely positioned to face these challenges. We connect two extraordinary institutions: Rutgers University–Newark and Rutgers University–New Brunswick, with mutually reinforcing strategic priorities.

At Rutgers University–Newark, we are leaders in urban business education — reinventing the undergraduate curriculum, redefining MBA programs, and introducing new specialty master programs to meet the sophisticated demands of future job markets. We are keenly attuned to America’s metropolitan future. As part of a campus that has been ranked No. 1 in the nation for its diversified student population since 1997 by *U.S. News & World Report*, we are teaching our students in an environment that reflects the cultural richness of the world and that prepares future corporate leaders. The diversity of our students has attracted many major corporations to recruit from us.

At Rutgers University–New Brunswick, we are a major player in this elite campus and AAU research university. We benefit from membership in the Committee on Institutional Cooperation/BigTen, the nation’s preeminent academic and athletic conference. The academic quality of our students, reflected in the average SAT scores of the freshmen classes, the high percentage of honor students, their exceptional performance in the classroom, and strong job placement rate, has been highly admired by all industries. Our programs attract many academically talented students from New Jersey, beyond New Jersey, and around the world to study on this public ivy campus.

Our academic programs are designed to prepare students to be professionals by reinforcing the value of a strong work ethic and the principles of honesty and integrity, imparting business knowledge through rigorous study and problem-solving skills through case-based teaching, and emphasizing strong leadership and communication abilities via innovative curriculum design. We are connected to the real world and helping to change it. Our ties to leading global companies and commitment to career services have contributed to Rutgers being

ranked No. 9 by *Fortune* for return-on-investment among other business schools in the nation.

We have a world-class faculty, fully dedicated staff, talented students, and strong alumni and corporate sponsors. Our academic faculty’s scholarly work is published extensively and attracts significant research grants. Our industry faculty and executives-in-residence bring valuable business knowledge and insight from their industries into their classrooms, office hours and in campus mentorship programs. Both RBS-Newark and RBS-New Brunswick host numerous high-impact research conferences that draw renowned scholars from all over the world.

We are ready for the intense challenges ahead of us. The rapid growth of online learning intensifies the national competition for lower cost, higher quality, more flexibility, ensured learning effectiveness, sustained enrollment and an ever stronger return on investment for students. To that end, we are introducing technology-based innovations and expanding online learning opportunities across all of our graduate programs.

The increasing specialization of the global economy has created competing labor markets, forcing students to meet the needs of transnational companies, demanding curriculum innovation and the study of emerging fields. As the very first U.S. business school to enter the Asian market in 1994, we are now further expanding our footprint in China, Singapore, Russia, Africa, India, and other regions through our international Executive MBA program, executive education programs, and study-abroad programs.

The anticipated increase of the U.S. urban population and the mega trend of urbanization present complex socio-economic issues as those without access to higher education feel the effects of economic disparity. We must engage with the communities where we reside – work with corporate partners, train residents and entrepreneurs and nurture small businesses — in order to help make opportunities and prosperity possible for all.

Rutgers Business School is strongly positioned to continuously rise and endure as one of the preeminent public business schools in the world.

Dr. Lei Lei
Professor and Dean
Rutgers Business School



OUR GEOGRAPHIC ADVANTAGE

36 mi.



NEW BRUNSWICK

100 Rockafeller – nicknamed 100 Rock by students – Rutgers Business School’s \$85 million building at Rutgers University–New Brunswick opened in 2013, was named one of the 50 most beautiful business schools in the world according to the online publication *Top Management Degrees*. Rutgers University–New Brunswick is a member of the Association of American Universities (AAU), a highly selective organization comprising the 62 top research universities in North America. Rutgers joined the Big Ten®, the nation’s preeminent academic and athletic conference, in 2014.



Rutgers Business School's \$94 million facility, One Washington Park at Rutgers University – Newark, opened in 2009 in Newark's downtown arts district near the Prudential Center – a major venue for concerts in North America and home to ice hockey's New Jersey Devils – the New Jersey Performing Arts Center (NJPAC), and the Newark Broad Street train station with direct access to Manhattan (25 minutes) and Hoboken (20 minutes). Rutgers University – Newark has been ranked the most diverse national university in the U.S. every year since 1997 by *U.S. News & World Report*.

Center of Global Business, Finance, Fashion, Media, Design, Advertising, Commerce. Students have access to job opportunities and internships at Fortune 500 global companies with headquarters in New Jersey and New York.



NEWARK

9 mi.



NYC



OUR ACHIEVEMENTS

Programs & Departments that achieved national recognition in the last 5 years:

No. 1 PUBLIC MBA
PROGRAM IN
NYC REGION

– *US News & World Report, 2015*

No. 2 ECONOMICS, GLOBAL
EXECUTIVE MBA
PROGRAMS

– *Financial Times, 2013*

No. 3 SUPPLY CHAIN
MANAGEMENT
UNDERGRADUATE
PROGRAM
NATIONWIDE

– *Gartner Inc., 2011*

No. 3 MBA PROGRAM
IN NYC REGION

– *US News & World Report, 2015*

No. 3 MBA SUPPLY
CHAIN PROGRAM,
NATIONWIDE

– *Gartner Inc., 2011*

No. 3 UNDERGRADUATE
BUSINESS PROGRAM

– *Wall Street Journal, 2010*

No. 5 STRATEGY, GLOBAL
EXECUTIVE MBA
PROGRAMS

– *Bloomberg Businessweek, 2011*

No. 6 FINANCE, GLOBAL
EXECUTIVE MBA
PROGRAMS

– *Bloomberg Businessweek, 2011*

No. 6 SUPPLY CHAIN
MANAGEMENT
UNDERGRADUATE
PROGRAM IN THE U.S.

– *Software Advice, 2015*

No. 7 IN MBA
EMPLOYMENT

– *US News & World Report, 2014*

No. 7 CORPORATE
STRATEGY, GLOBAL
EXECUTIVE MBA
PROGRAMS

– *Financial Times, 2010*

No. 7 MANAGEMENT
SKILLS, GLOBAL
EXECUTIVE MBA
PROGRAMS

– *Wall Street Journal, 2010*

No. 9 PART-TIME MBA
PROGRAM IN THE
MID-ATLANTIC
REGION

– *Bloomberg Businessweek, 2013*

No. 8 RETURN ON
INVESTMENT
FOR EXECUTIVE
MBA PROGRAMS
NATIONWIDE

– *Wall Street Journal, 2010*

No. 9 RETURN-ON-
INVESTMENT FOR
BUSINESS SCHOOLS

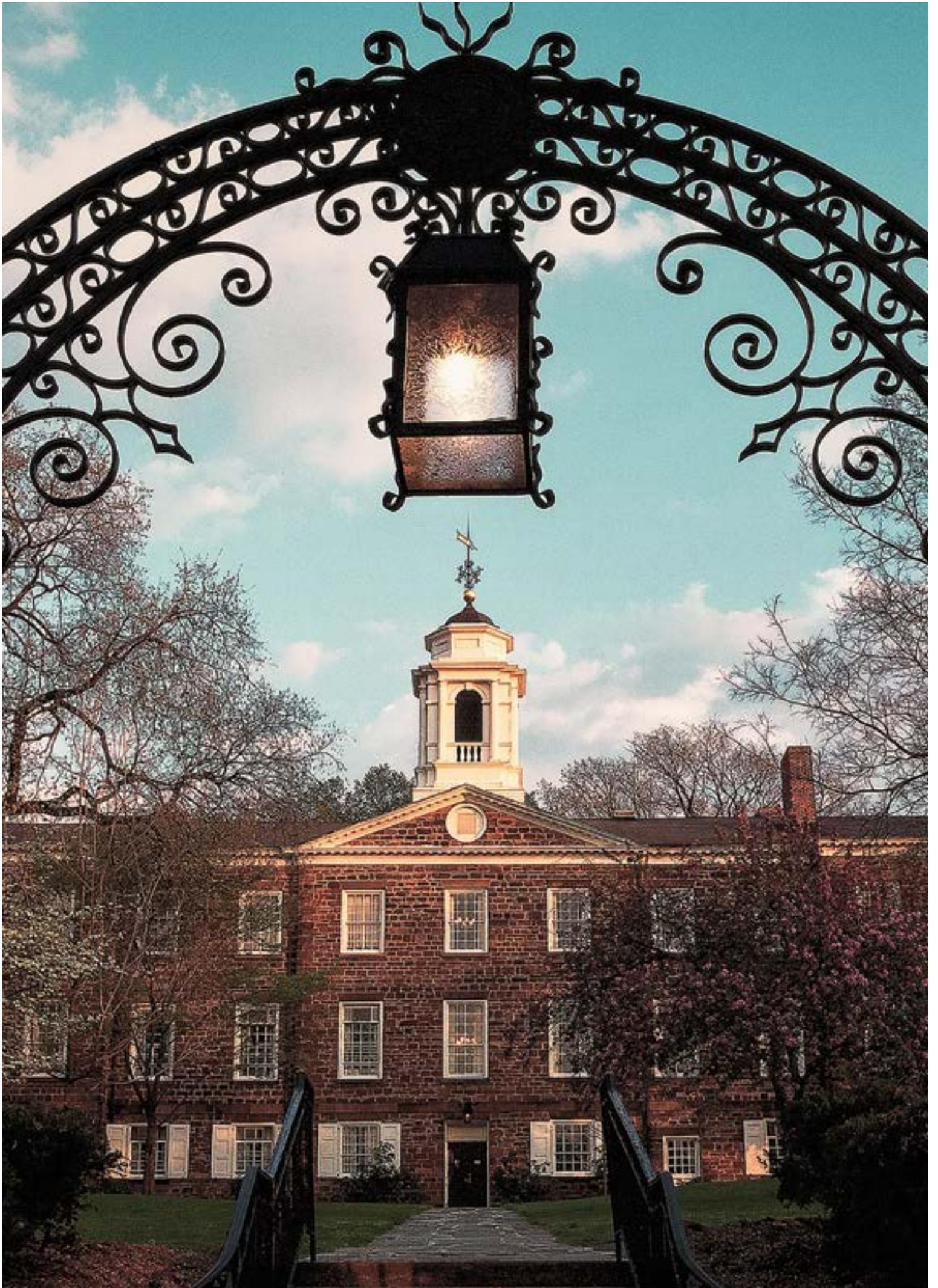
– *Fortune, 2015*

TOP-5 DESTINATIONS IN
THE WORLD TO PURSUE
AN MBA IN HEALTHCARE/
PHARMA

– *MBAUniverse.com, 2015*

TOP-10 MBA PROGRAM
FOR HEALTH CARE/
PHARMACEUTICALS/
BIOTECHNOLOGY

– *Find-MBA.com, 2013*



OUR COLONIAL BEGINNINGS

Rutgers, The State University of New Jersey, is the nation's eighth oldest institution of higher learning—one of only nine colonial colleges established before the American Revolution—with a centuries-old tradition of rising to the challenges of each new generation.

1650 :: New College/Harvard University

1693 :: College of William & Mary

1701 :: Collegiate School/Yale University

1746 :: College of New Jersey/Princeton University

1754 :: King's College/Columbia University

1755 :: College of Philadelphia/University of Pennsylvania

1764 :: College of Rhode Island/Brown University

1766 :: Queen's College/Rutgers, The State University of New Jersey

1769 :: Dartmouth College

OUR HISTORY

1929 Rutgers Business School founded.

Seth Boyden School of Business opens at the site of the former Ballantine Brewery on Rector Street. Full-time students paid \$283 in tuition for two semesters of classes.

1932 Strong history of corporate

engagement. A group of students launch *Business Forum* as a way of forging connections with corporate executives. Today, *Business Forum* is a requirement for undergraduate students.

1935-1965 The first dean.

Accounting professor George Esterly becomes the school's first dean. He is dean for 30 years.

1941 Accreditation.

American Association of Collegiate Schools of Business (AACSB) grants accreditation to the School of Business Administration. Rutgers Business School has been continuously accredited ever since.

1946 Rutgers takes command.

The University of Newark and the School of Business Administration merge with Rutgers University.

1947 Deeply committed alumni.

A dinner is held to launch a business school alumni association. Seven years later, the group awards its first student scholarship.

1950 Masters of Business Administration

introduced. The first MBA students are enrolled. The program grew rapidly, becoming the 11th largest MBA program in the country by 1957.

1954 Innovative Professional Accounting

MBA created. A master's in professional accounting – the first of its kind – is offered, giving liberal arts students a way to learn a profession at the graduate level.

1966-1981 Pioneering leader.

Economist Horace DePodwin, who served on President John F. Kennedy's White House staff, is appointed dean. He serves for 17 years.

1968 History of giving.

John T. Connor, chairman of Allied Chemical, leads a four-month campaign to raise money for construction of a new business school building. The campaign raises more than \$2.8 million.

1971 Fitting the needs of executives.

The new Rutgers Advanced Management Program, or RAMP, features one-week residency programs combining liberal arts and management classes. It quickly becomes New Jersey's leading executive development program, a tradition continued today by Rutgers Business School Executive Education.

1977 Expertise for small businesses.

Congress chooses Rutgers Business School to be among the first to pilot a Small Business Development Center (SBDC).

1978 Training the next academic leaders.

A Ph.D. program is created.

1984 Increased importance of business

education. The School of Administrative Sciences is reorganized into the School of Business in New Brunswick.

1982-1988 Investing in the future.

Political Scientist David Blake becomes dean. In the six years of his tenure, he increased the school's endowment from \$500,000 to \$4.4 million.

1989-1992 Reorganization.

Professor George Farris was appointed acting dean in 1989. The graduate and undergraduate business faculties on the Rutgers–Newark campus were unified to maintain AACSB accreditation.

1993-1998 Growing Business

School. Business Statistician P. George Benson is named dean. RBS becomes a unified graduate and undergraduate faculties at Rutgers – Newark.

1993 Foundation for the future.
Undergraduate business studies are merged with graduate-level programs in Newark.

1994 Global reach.
Rutgers expands to Asia, partnering with Dalian University in Beijing to offer an MBA program. Executive MBA programs followed in Shanghai, Beijing and Singapore.

1995 United faculty across two campuses. Rutgers Business School merges with the School of Business in New Brunswick, which began as the School of Administrative Sciences in 1981. The Janice Levin Building on the Livingston Campus was the school's first permanent home.

1999-2006 Leader for the next millennium. Distinguished economist Howard Tuckman becomes dean.

1999 & 2006 Curriculum innovation. Associate Dean and Professor Rosa Oppenheim served as Acting Dean for two transitional periods, overseeing the expansion of offsite programs to China, as well as new curricula in both undergraduate and graduate programs.

1999 Meeting the needs of the bio pharma industry. A Bristol-Myers Squibb executive approaches Rutgers Business School about creating a specialized MBA degree in pharmaceutical management.

2004 Raising for the future.
Rutgers Business School raises \$20.4 million as part of a university-wide "Creating the Future Today" campaign.

2007-2010 Business, Science & Technology. Corporate executive Michael Cooper is named dean and helps deliver multidisciplinary curricula that combine a mix of business, science and technology required by corporations.

2009 Transforming the Newark campus.
Rutgers Business School opens a dramatic new building at One Washington Park.

2011-2014 Expanding Undergraduate Education. Renowned scholar and long-standing director of the Rutgers Business School doctoral program, Glenn Shafer, is appointed dean. He builds more career services and more mentoring and diversity programs.

2011 Nationally ranked.
Rutgers Supply Chain Management program is ranked No. 3 in the nation by Gartner Supply Chain Leaders.

2013 Dramatic gateway opens.
Rutgers Business School opens new building designed by world-famous architect Enrique Norten on the Livingston Campus.

2013 Top 10 in the world.
Rutgers MBA in Pharmaceutical Management is recognized as one of the world's Top 10 MBA programs for health care, pharmaceutical and biotechnology by *FindMBA.com*.

2015 Leadership for the 21st century.
Professor Lei Lei, who built Rutgers Business School's Department of Supply Chain Management into one of the nation's leading programs, becomes the first female dean.

2015 Top 50 Business School.
Rutgers Business School's Full-Time MBA Program is ranked No. 48 in the nation and Rutgers is ranked as the No. 24 public business school in the U.S. by *U.S. News & World Report*.

2015 Global Recognition.
Rutgers Supply Chain Management is ranked No. 11 in the U.S. by both *Gartner Inc.* and *U.S. News and World Report*.

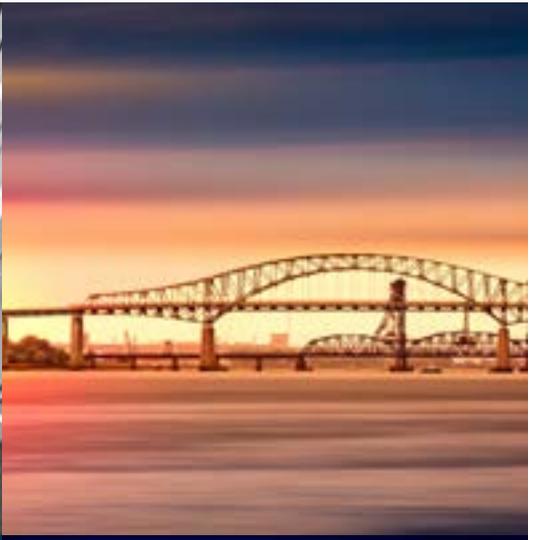
STRAT & VISI

Rutgers Business School (RBS) distinguishes itself from other universities by providing education to a wide array of students, from first-generation college students to professionals looking to advance their careers. Students attending classes in New Jersey benefit from learning alongside classmates who come from many places in the world and bring perspectives shaped by different cultures. Students may also gain rich insights through study abroad programs or by immersing themselves in China, where Rutgers has a new partnership with Northeast Normal University.

In addition, RBS's unique location offers its faculty and students a rare opportunity to partner with large local businesses. These public-private partnerships build a curriculum that defines the business school by setting students up for immediate success in disciplines like finance, accounting, marketing, business strategy, information systems and supply chain management.

STRATEGY ON





OUR STRATEGY & VISION

As the flagship business school at a top national public research university, Rutgers Business School is strategically positioned to excel, engage and expand by synchronizing its future plans with worldwide business trends in urbanization, globalization and digitization.

URBANIZATION

CHALLENGES:

Build meaningful public-private partnerships that have social impact.

Provide a pathway for urban communities to access higher education.

Develop innovative programs that create job opportunities for urban students.

Since its founding in 1929, Rutgers Business School has helped to create economic development and social change in Newark. RBS maintains strong corporate partnerships with local companies such as Prudential, Panasonic, PSE&G, and Verizon. These public-private partnerships are helping to redefine social circumstances in urban areas by creating programs that educate small business people, enable entrepreneurship to thrive and help manufacturers hire and train local citizens.

RBS's urbanization initiative also includes providing more scholarships and training to underprivileged students in an effort to enable children to outperform their parents' economic situation. As an example, Rutgers Business School connects Newark's high school students to summer internships with local businesses to give them hands-on job experience and encourage them to seek a college education.

Members of the Rutgers Business School faculty are also helping Newark's business community create local, sustainable supply chains to decrease the cost of global outsourcing and manufacturing.

As Rutgers Business School embraces the role of an anchor institution capable of influencing Newark's future, and its faculty collaborate with local government and business leaders, a true economic renaissance is taking hold in the city. The lessons learned through this process of urban development in Newark can be applied to all cities around the world.

MEETING THE CHALLENGES:

The Center for Urban Entrepreneurship & Economic Development (CUEED) is the first center of its kind in the U.S. to foster a new generation of urban entrepreneurs who actively seek socially conscious urban renaissance.

Rutgers Business School's PREP program brings in under-represented, high-performing students from various Newark area high schools for the purpose of early exposure to careers in business, college-level courses, and campus life.

The Center for Supply Chain Management launched the Newark Industrial Solutions Center (NISC) to help Newark-based manufacturers improve their supply chain and logistics, workforce development, and business development strategies.



GLOBALIZATION

CHALLENGES:

Enable New Jersey to be a global business hub.

Enrich global diversity of student body.

Expand to new markets that align with specialties.

Geographically situated at an epicenter of global business in New York and New Jersey, RBS has easy access to the top executives leading the world's largest corporations. Our partnerships with these global companies are central to the RBS experience and offer our students distinct career advantages, evidenced by the success of more than 36,000 RBS alumni who work around the globe.

With the most diverse student body in the nation, an Executive MBA program in Singapore and an international program at Northeast Normal University in China, Rutgers Business School has an impressive global reach. Graduate programs in Quantitative Finance and Financial Analysis bring students from all around the world, especially from Asia. Partnerships in China are fostering an international presence that will bring Chinese students to New Jersey and take other students to China.

Faculty help companies with their global challenges through relevant research. And their expertise is being exported through Rutgers Business School's Executive Education programs that are offered across the globe. New partnerships are being forged on every continent to create more efficient and sustainable global supply chains, better and more secure accounting information systems, and the latest best practices in digital marketing.

MEETING THE CHALLENGES:

Through the Master of Quantitative Finance, Master of Financial Analysis, MBA and undergraduate programs, Rutgers Business School brings in students from all over the world, cultivating diverse perspectives and a global network.

Innovative online masters programs in governmental accounting and supply chain management bring Rutgers business knowledge to students around the world.

Rutgers University-Newark recently launched a partnership with Northeast Normal University in Changchun, China to establish a Rutgers University-Newark Institute on its campus to teach supply chain management and finance.

MBA students acquire global experience through faculty-led travel courses including "Doing Business in Russia" and "Doing Business in China."

Featuring a diverse suite of courses focused on today's market-moving business concepts, both open enrollment and custom corporate programs have been delivered by Rutgers Business School Executive Education in Belgium, France, United Kingdom, Switzerland, Brazil, Singapore, China, Vietnam and Canada.

RBS GLOBAL COLLABORATIONS:

Argentina, Australia, Austria, Bangladesh, Belgium, Brazil, Bosnia, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, England, France, Germany, Greece, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Macao, Malaysia, Mexico, Netherlands, New Zealand, Pakistan, Paraguay, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Tanzania, Taiwan, Turkey, United Arab Emirates, United Kingdom, & Wales



DIGITIZATION

CHALLENGES:

Provide access to high-quality education ensuring affordability and convenience.

Create a digital library allowing students to customize their experience by choosing shorter digital modules to build courses.

Develop programs that leverage technology to meet the demands of students.

Rutgers Business School is evolving with the digital age. The digitization initiative includes creating a digital library of classes, implementing modular learning, and utilizing virtual presence classrooms.

Accounting classes have already been recorded as part of the digital library, and other departments are preparing to follow suit. This library gives students access to a number of classes online, which RBS anticipates will increase its student body.

In the future, Rutgers Business School plans to implement modular learning tactics, where graduate students can create their own coursework using short digital modules or sections of classes.

RBS's virtual presence classrooms also provide a unique education experience. These classrooms offer students the ability to attend classes either in the classroom or via Skype.

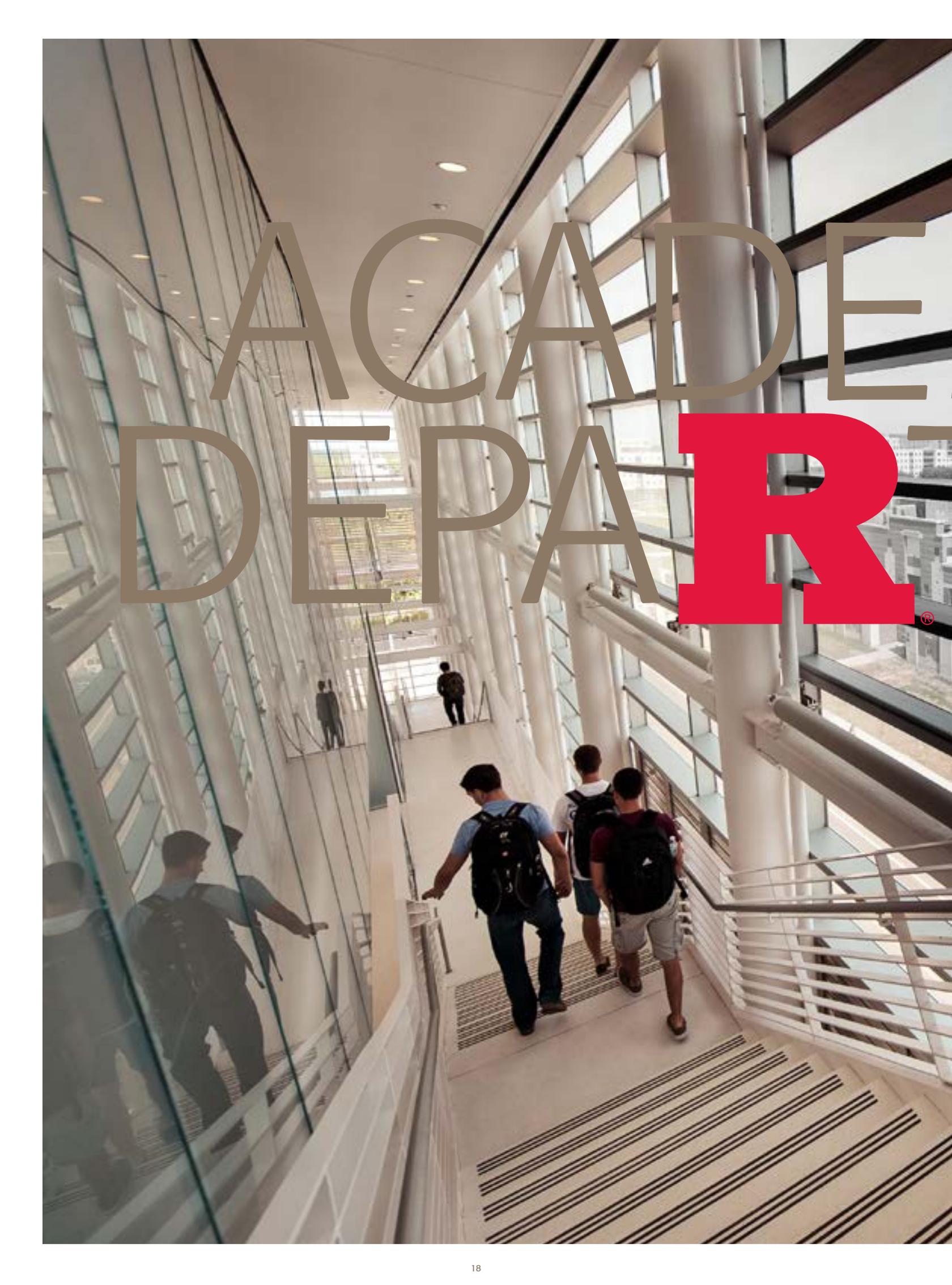
Rutgers Business School plans to increase its use of developing technologies to create new learning opportunities for students around the globe.

MEETING THE CHALLENGES:

The RBX online initiative is digitizing course materials and lectures – starting in the Accounting & Information's Systems Department – to allow easy access to course content and the expansion of hybrid teaching methods.

Online graduate programs include masters degrees in governmental accounting and supply chain management. A new Rutgers MBA Online program will focus on delivering a high-touch, personal experience, virtually.

An innovative "Recommender Model" will help students choose modules for his/her course schedule based on their behavior characteristics, nature of the module, learning objectives and requirements of the degree.



ACADEMY OF
DEPARTMENT



ACADEMIC COMMITMENTS

The faculties in the following six departments not only strive to remain current through the production and dissemination of new knowledge, but they also keep abreast of the latest developments in their field of education and its related professions. Each of these departments aims to attract the best students, to whom RBS offers a supportive learning environment, characterized by a highly relevant contemporary curriculum and innovative teaching methods.

ACCOUNTING & INFORMATION SYSTEMS

 Ranked No. 1 worldwide in research productivity in Accounting Information Systems. - Report by byuaccounting.net

 Ranked No.4 in Online Masters in Accounting Degree Programs – RBS Master of Accountancy in Governmental Accounting by [Accounting Degree Review](#).

 Ranked No. 4 in research productivity among public universities in the United States by [Accounting & Finance](#).

Rutgers Business School's Accounting & Information Systems Department is dedicated to the development and dissemination of knowledge; it actively cultivates future business and academic leaders.

The department's world-class scholars publish their research in the field's most prestigious journals as well as in journals dedicated to emerging areas of accounting such as continuous auditing.

The Rutgers Accounting Research Center and the Continuous Auditing and Reporting Lab are at the center of the department and the research it produces. As the real-time economy has grown more important in business, the work done by the CAR Lab in continuous data, continuous monitoring and risk-monitoring assessment has been at the forefront of helping to modernize accounting and auditing practices.

Rutgers Business School students gain valuable experience working on real-life auditing issues that companies bring to the department. Students also have access to events, mentors and opportunities through the center's global industry network.

Undergraduate students majoring in accounting obtain a Bachelor of Science (BS) degree. At the graduate level, the department offers Master of Accountancy degrees with specializations in financial accounting, taxation, and governmental accounting. Additionally, the department offers a 14-month MBA program in professional accounting.

Many program graduates become certified public accountants and secure careers in the world's most prestigious accounting firms.



RELATED STORY:

ALL THE WAY FROM UTAH

In the Utah community of Midvale, about 10 miles south of Salt Lake City, Mark Katter flies a black and red Rutgers flag outside his home.

It is a conversation starter as much as a gesture of Katter's enthusiasm for a unique online program that has given him an opportunity to earn a master's degree from Rutgers Business School without disrupting his career, overloading his schedule – or leaving Utah.

Katter, an accounting manager with Utah's South Davis Sewer District, decided to pursue Rutgers Business School's Master of Accountancy in Governmental Accounting Program. "It's been exhilarating to get back into school and to start learning again, especially in an area that I'm involved with," Katter said.

"I feel like I'm a more competent accountant," he said, "and I feel like I'm contributing more."

Rutgers Business School has carved out a niche with its master's degree in governmental accounting. There are no other advanced programs like it in the country and because it is offered online, it is open to professionals like Katter who live far beyond the school's campuses. U.S. News recently ranked the program the 13th best online graduate business program in the country.

Over the years, it has attracted a range of professionals, including accountants for governmental organizations, prospective certified public accountants and MBA students who want to specialize in government financial management.



"It's been exhilarating to get back into school and to start learning again, especially in an area that I'm involved with."

- Mark Katter M.Acct.
Rutgers Business
School '14

FINANCE & ECONOMICS

 *LinkedIn ranks the Department of Finance & Economics as No. 22 for finance professionals.*

 *The Financial Engineer ranks its Master of Financial Analysis program No. 32 in the United States.*

 *Advanced Trading ranked Rutgers Master of Quantitative Finance program a "Top 10 Quant School."*

The vision of the department is to attract, build, and maintain a first-class faculty dedicated to the ideals of committed teaching and world-class research, and to develop and support areas of particular expertise within the faculty. The department provides access to an outstanding education and other knowledge-based services to a diverse set of students and constituencies. The faculty employs the rigor of the scientific method to develop theoretical and empirical insights into financial and managerial processes, and communicates its discoveries to its peers through the most prestigious publication outlets in these fields.

The department has strong ties with the business community including a committed financial advisory board that has initiated a mentoring program for our students. Members of the financial advisory board are financial executives who are actively involved in student life and advising. The board finances the finance alumni networking activities that help bring about connections for current students and advance the careers of our alumni. Board members also help current students by establishing scholarship funds. In addition, the department's faculty members have appeared in prominent national and regional media outlets expressing their views on important business issues.

The department has been educationally innovative, launching in 2001 the nationally ranked Master of Quantitative Finance program and in 2014, the department started the new Masters in Financial Analysis. The department has created a new undergraduate finance track in financial planning and a new concentration in Real Estate of both MBA and undergraduate programs.

The department is the home of five research centers: The Whitcomb Center for Research in Financial Services, the Blanche and Irwin Lerner Center for the Study of Pharmaceutical Management Issues, the Center for Research in Regulated Industries, the Center for Real Estate, and the Rutgers Financial Institutions Center.



RELATED STORY:

THE INVESTMENT RESEARCH CHALLENGE

A team from Rutgers Business School captured the regional championship in the annual CFA Investment Research Challenge.

In a competition that initially pitted them against 19 other business schools in the region, the Rutgers team – MBA students Matt Fishbein and Susan Smith; Newark undergraduate John George; and New Brunswick undergraduates Vikram Kesavabhotla and Greg Timko – presented a report on JetBlue, completing the type of analysis of the company that would be offered to prospective investors.

In the second and final round of the regionals, Rutgers faced off against Seton Hall, NJIT and Fordham to emerge as the champions.

The win represents the fourth time in eight years that Rutgers Business School has finished as the regional champion in the CFA Investment Research Challenge.

John Longo, a clinical professor in the Department of Finance and Economics and the team's faculty advisor, said the students did a lot of original research for their report on JetBlue, including a survey that reflected the flying habits and sentiments of more than 300 people who have traveled with JetBlue.

Ed McGuire, the team's industry mentor, said the students' hard work, creativity and teamwork was exemplary.

"The team offers a fantastic example of Rutgers students' commitment to excellence," McGuire said.

The students received \$5,000 in scholarship money, and will have the opportunity to ring the closing bell of the NASDAQ Stock Exchange in Times Square in New York City.



In 2008, 2011 and 2012, teams of Rutgers finance students placed in the Top Four in competitions involving more than 600 universities from around the world. In 2015, Rutgers students placed in the Top 20 in the CFA Institute Investment Research Challenge. As part of their prize they were given the opportunity to ring the closing bell at NASDAQ in Times Square.

MANAGEMENT & GLOBAL BUSINESS

Faculty members are thought leaders in the areas of cross-cultural management, managing diversity, technology management and innovation, entrepreneurship, mergers and acquisitions, strategic alliances, multinational management, corporate social responsibility and ethics.

The Department of Management & Global Business (MGB) is devoted to improving the leadership and management skills of people and the strategies and management of organizations through teaching and research. The MGB curriculum includes an expansive portfolio of courses in leadership, management, business strategy, international business, business ethics, entrepreneurship, and technology management that prepare future leaders for careers in a wide range of industries and functional areas.

The MGB Department offers several degree opportunities at the undergraduate and graduate level.

The Undergraduate Major in Management and Global Business prepares students for successful careers in management and other functional areas by developing their leadership, teamwork, negotiation and other management skills.

The entrepreneurship concentration and minor offers all Rutgers undergraduate students the opportunity to develop skills for generating economic and social value by either creating new organizations or promoting change within existing ones.

The strategy and leadership MBA concentration prepares students to step into leadership positions by developing the skills to formulate and execute strategies that lead to long-term competitive advantage and by preparing students to lead and manage people, teams, and organizations.

The global business MBA concentration prepares students to manage effectively in a complex and dynamic global business environment.

The entrepreneurship MBA concentration encourages students to generate new sources of value by developing innovative business ideas, commercializing technologies, and starting new ventures.

The Ph.D.. programs in Organization Management and International Business prepare students for successful research and teaching careers at universities.

The MGB Department faculty is renowned for its world-class research. Interactions with the business community allow the MGB faculty to develop new research ideas, to test the applicability of its research findings to real-world situations, and to acquire data to test theories.

The Department houses several research and outreach centers including the Technology Management Research Center, the Center for Urban Entrepreneurship and Economic Development, the Rutgers Institute for the Study of Entrepreneurship Ecosystems, and the Institute for Ethical Leadership, which offer unique opportunities for the department to integrate research and service to the business community.

RELATED STORY:

BUDDING SOCIAL ENTREPRENEURS

Rutgers Business School freshman Eman Elgouz submitted an application to enter the Hult Prize competition, a start-up accelerator for budding young social entrepreneurs from universities around the world. Elgouz and her two Rutgers teammates, sophomore Moazzam Ismail and freshman Madani Sheikh, were selected from nearly 20,000 applications to compete at the regional finals in Boston.

The Hult Prize Foundation holds the annual competition to identify and help launch the most compelling social business ideas being proposed by university students.

Elgouz's idea is to create a for-profit company that opens schools in slums around the world and provides economic development for residents living around them. Outside the U.S., a public education is not guaranteed, making it difficult for children to have a better economic situation than their parents or to escape a generations-long cycle of poverty.

Management & Global Business Professor Jeffrey Robinson, whose expertise is social entrepreneurship, described the team's plan as "thoughtful and sustainable."

"Their idea could move families out of poverty," he said. "That's what I love about what they're doing."

Elgouz said she was overjoyed at the chance to participate in the regional finals. "It was an amazing opportunity to meet some of the brightest minds in the world," she said.



Rutgers students Madani Sheikh, Eman Elgouz and Moazzam Ismail were motivated to do something that would have a social impact.

MANAGEMENT SCIENCE AND INFORMATION SYSTEMS

 Dr. Farid Alizadeh was the 2014 winner of the INFORMS Farkas Prize.

 Andrzej Ruszczyński was the 2014 winner of the Rutgers University Board of Trustees Award for Excellence in Research.

 The department is the home of the editorial offices of prestigious journals: *Discrete Applied Mathematics* and *Annals of Operations Research*.

 The National Security Agency (NSA) and the Department of Homeland Security awarded Rutgers University and the Rutgers Center for Information Assurance, directed by Dr. Hui Xiong, the status of National Center of Academic Excellence in Cyber Defense Education through the academic year 2021.

The Department of Management Science & Information Systems is home to the disciplines of Business & Data Analytics, Information Technology and Operations Research. Its faculty teach and do research on data modeling, data mining, security and privacy, risk, operations and decision-making. Our emphasis on strong analytical skills and a clear understanding of information technology aims to provide students with tools and skills for tackling challenging modern business problems and to become leaders in the business analytics field.

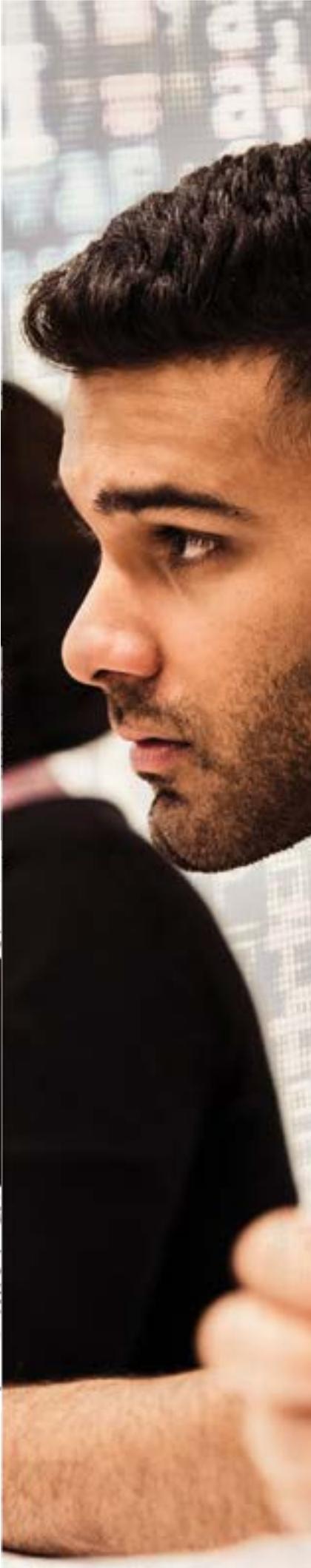
Students can pursue bachelors, masters and doctoral degrees in Management Science and Information Technology. Skills taught include relational database design and management, object-oriented computer programming, web server technology, forecasting, large-scale statistical analysis, data mining, decision analysis, optimization modeling, and risk modeling.

At the undergraduate level, the department offers the Business Analytics and Information Technology (BAIT) major in New Brunswick and the Management Information Systems major in Newark. Both majors cover, data analysis, decision support and information technology, which are becoming more strongly intertwined and are essential components of the modern enterprise. These majors teach our students how to successfully analyze complex business situations quantitatively and to develop and manage information systems for corporations.

At the graduate level, the department offers the MBA in Analytics and Information Management (AIM) concentrations, the Master of Business Information Technology degree and Ph.D. degrees in Information Technology and in Operations Research. These programs are associated with the several leading research centers including the Center for Information Management, Integration and Connectivity (CIMIC), the Rutgers Center for Information Assurance (RCIA), and the Rutgers Center for Operations Research (RUTCOR).

The Rutgers Management Science & Information Systems department has strong corporate partnerships:

- Alcatel-Lucent Bell Labs
- AT&T Labs - (Research part of AT&T)
- Avaya Labs - part of Avaya
- Cancer Institute of New Jersey (CINJ)
- CTB/McGraw-Hill
- NEC Laboratories America
- Telcordia Technologies
- HP Labs
- IBM Research
- Microsoft Research



RELATED STORY:

MASTERS OF RESEARCH

The Management Science & Information Systems department strives to produce high-quality, innovative research in the areas of business analytics, operations research, management science, statistics, and information systems that is relevant to policy makers, academics, and practitioners.

Its faculty members have been recognized by the largest international professional societies in their fields with the prestigious INFORMS Fellow Award, the Leonid Khachiyan Prize and the Farkas Prize. Faculty members have been named distinguished scientists by the Association for Computing Machinery and senior members of IEEE, and they have been elected as members of the International Statistical Institute.

The Management Science and Information Systems faculty compete successfully with recognized benchmark schools, and they serve on the editorial boards of highly regarded academic research and professional journals, including three, Nabil Adam, Endre Boros and Michael Katehakis, who serve as chief editors.

Recent research grants include:

- National Science Foundation (NSF) supports Andrzej Ruszczynski's research on quantifying risk with \$240,000 grant
- XSEDE (Extreme Science and Engineering Discovery Environment) \$250,000 grant for Jonathan Eckstein
- National Science Foundation grant of \$150,000 for Michael Katehakis as the Principal Investigator: "EAGER: Event-Driven, Goal-Oriented Dynamic Resource Deployment"
- National Science Foundation grant of \$354,980 for Endre Boros as part of his collaborative research on "Graph Cut Algorithms for Domain Specific Higher Order Priors"



National Science Foundation (NSF) supported Professor Andrzej Ruszczynski's research on quantifying risk with a \$240,000 grant.

MARKETING

 LinkedIn ranks Rutgers alumni No. 16 in the US for careers in Marketing.

 Rutgers Business School landed among the best schools for students interested in pursuing careers in marketing according to a new ranking by LinkedIn.

 Among the best schools in the U.S. for marketing, Rutgers ranked No. 16, ahead of Penn State, Columbia University and Duke University.

 LinkedIn based their list on how successful recent graduates have been at landing “desirable” jobs in marketing. LinkedIn said it identified “desirable” jobs by analyzing employment patterns of more than 300 million of its members from around the world.

The Marketing Department offers an undergraduate degree in Marketing, an MBA concentration in Marketing, a concentration in Marketing Research Insights and Analytics and a Ph.D. in Marketing.

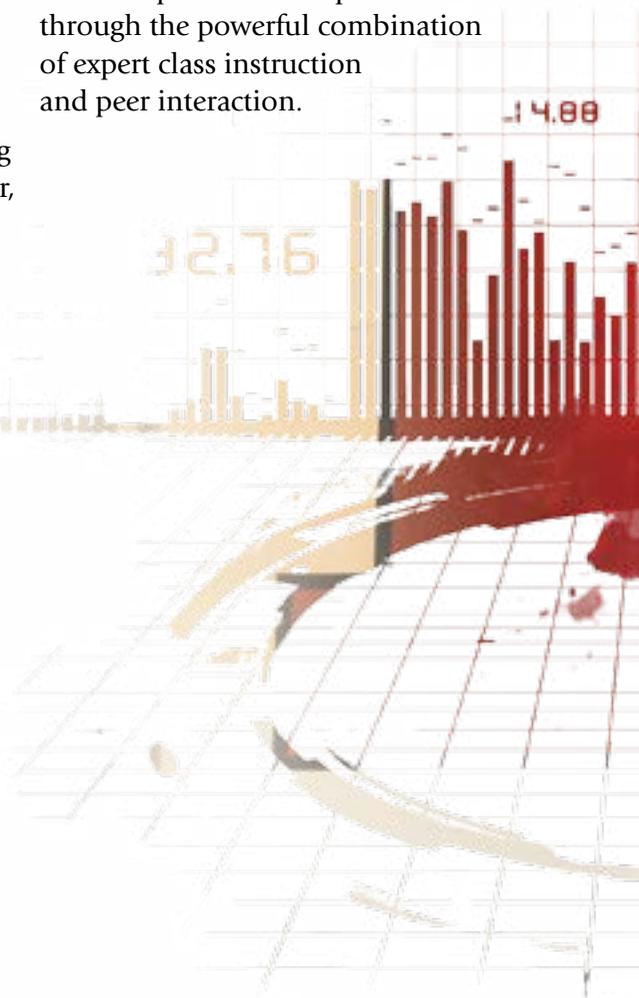
The department’s undergraduate degree in Marketing helps students to develop skills that enable them to function in many different marketing roles while working closely and effectively with other business functions. This program provides high-quality education for marketing majors and allows students to access the growing job market in the New York, New Jersey and Connecticut area.

Rutgers Business School’s MBA marketing concentration provides the skills needed to prepare students for executive careers across a spectrum of industry sectors. Rutgers not only provides a solid foundation in marketing strategy, research and consumer behavior, but also offers innovative courses like marketing in the pharmaceutical industry, customer relationship marketing, database marketing, and retail marketing.

The Rutgers Marketing Research Insights and Analytics (MRIA) program seeks to connect the academics and the industry by educating future marketing intelligence professionals who can fully utilize analytical insights gained from marketing research, and shape business decisions in challenging environments. The educational goal of this program is to develop in students an integrated skill set that will allow graduates to immediately contribute as business-oriented marketing research practitioners, and prepare them to face a wide range of business challenges and opportunities throughout their diverse careers.

The Ph.D. in marketing prepares students for successful academic careers. Students are trained by faculty members who have published their research in top-level journals and have appointments at several journals as Editorial Review Board members and Associate Editors.

The Marketing Department also supports the Rutgers Mini-MBA™ programs run by RBS Executive Education. These programs bring practitioners from different organizations and industries together in a rich and diverse learning environment, designed to develop skills and capabilities through the powerful combination of expert class instruction and peer interaction.



RELATED STORY:

MARKETING EXCELLENCE FOR THE WIN

A team of Rutgers MBA students won first place at Rutgers Business School's annual biopharmaceutical case competition.

The team, made up of Pharmaceutical Management MBA students Mittal Shah, Sonal Patel, Michael Kwatkoski, Paul Rosiak, and Kinushuk Saxena, competed against students from some of the nation's leading business schools, including Wharton, Columbia and Kellogg.

This year's competition featured a pricing case for a new class of cholesterol-lowering medicines known as PCSK9 inhibitors. The student teams were assigned to a fictitious company and were required to develop a strategy for launching a new drug onto the market.

"We definitely played to our strengths," Rosiak said. "We've taken classes together, and some of us have worked on projects together."

After just a few years, Rutgers Business School's case competition has become an important one for MBA students to enter if they aspire to go into careers in the healthcare or pharmaceutical industries.

The Rutgers students received \$6,000 in prize money. In the days after the competition, they were also fielding calls of congratulations from professors and alumni of the MBA pharmaceutical management program.



1st place biopharma case competition. The team is made up of MBA students Mittal Shah, Sonal Patel, Michael Kwatkoski, Paul Rosiak, and Kinushuk Saxena.

SUPPLY CHAIN MANAGEMENT

 The Rutgers Supply Chain Management Department was ranked No. 9 for its undergraduate program and No. 11 for its graduate program in the U.S. by *Gartner* in 2014.

 No. 11 in the U.S. by *U.S. News & World Report* in 2015.

 100 percent internship placement from 2008 to 2015.



"I owe a debt of gratitude to the outstanding faculty and mentors who are part of the Rutgers Supply Chain program and who work each day to encourage their students to maximize their potential."

- Matthew Amato,
RBS 2015, Analyst,
Goldman Sachs

The vision for Supply Chain Management is to be a nationally top-ranked multidisciplinary academic department characterized by its excellence and unique strength in world-class research, innovative teaching, and high-quality service in supply chain management. The department is a leader in the generation of research in supply chain management coinciding with the pace of progress and development in the industry.

The mission of this department is to disseminate knowledge in areas such as procurement and global sourcing, logistics optimization, distribution and pricing strategies, product and supply chain innovation, labor regulations and contract management, supply chain legal environments, project management, business process design and improvement, quality management, risk analysis and supply chain security and supply chain technologies.

The department offers high-quality multidisciplinary education that balances theory and practice in supply chain management to prepare a new generation of business graduates to meet future challenges and attain the highest placement rates upon their graduation.

Rutgers Supply Chain Management contributes to the economy of the State of New Jersey through close collaboration with industry and government, with the goal of bridging the gap between academic and business practices, and creating new synergies across disciplines that promote economic development and drive leading-edge research and innovative teaching.

The Rutgers Supply Chain Management major is designed to help students master a variety of the latest supply chain management strategies and technologies.

Graduates will have the ability to re-engineer the business processes involving multiple firms and different functional departments to achieve a higher level of business performance and profitability.

The Rutgers Supply Chain Management MBA Program prepares students to meet and exceed the expectations of employers experiencing a growing demand for supply chain management and logistics experts.

The Center for Supply Chain Management augments the strengths of the department by supporting world-class research, innovative teaching and the integration of inter-functional business disciplines. It seeks to promote collaborations between business and the Rutgers faculty to help address emerging issues in the field through research, executive education and the sharing of best practices.



"With such experienced professionals teaching the supply chain curriculum at Rutgers Business School, the coursework connects to real life experiences."

- Bansri Shah,
Junior, Supply Chain
Management Major



RELATED STORY:

BRIDGING BUSINESS & ACADEMIA



"Focusing each class with a lens on real-world business challenges equipped students with a substantial repository of useful and practical knowledge that impressed executives during internships and recruiters during interviews."

-Bryan Wagner,
MBA 2015,
North Highland

Since the Supply Chain Management Department was formed in 2008, students have benefited from the rich connections faculty have with industry. This bridge between academia and business is the foundation for student success.

"Focusing each class with a lens on real-world business challenges equipped students with a substantial repository of useful and practical knowledge that impressed executives during internships and recruiters during interviews," said Bryan Wagner, MBA 2015, who accepted a position at a management consulting firm after graduation.

This strategy has allowed Rutgers MBA graduates to compete head-to-head, and often win, positions also being offered to students from Ivy League and other top-ranked MBA programs. Since the program started, Rutgers MBA students in supply chain management have had a 100 percent placement rate for summer internships.

This combination of industry involvement in the classroom linked to faculty expertise provides a unique experience for students. "Rutgers Business School was an environment that fostered my project management skills and also provided me the flexibility to exercise what I was learning in the classroom with real-world experience," said Victoria Riley, an undergraduate in New Brunswick who obtained a full-time position at American Express.

Bansri Shah, a student in the undergraduate supply chain management program in Newark, echoed Riley's sentiment. "With such experienced professionals teaching the supply chain curriculum at Rutgers Business School, the coursework connects to real-life experiences," she said.



"Rutgers Business School was an environment that fostered my project management skills and also provided me the flexibility to exercise what I was learning in the classroom with real world experience."

- Victoria Riley,
RBS 2015
Analyst,
American Express



85 corporations and more than 800 students participated in the Supply Chain Management 2015 Career Expo.

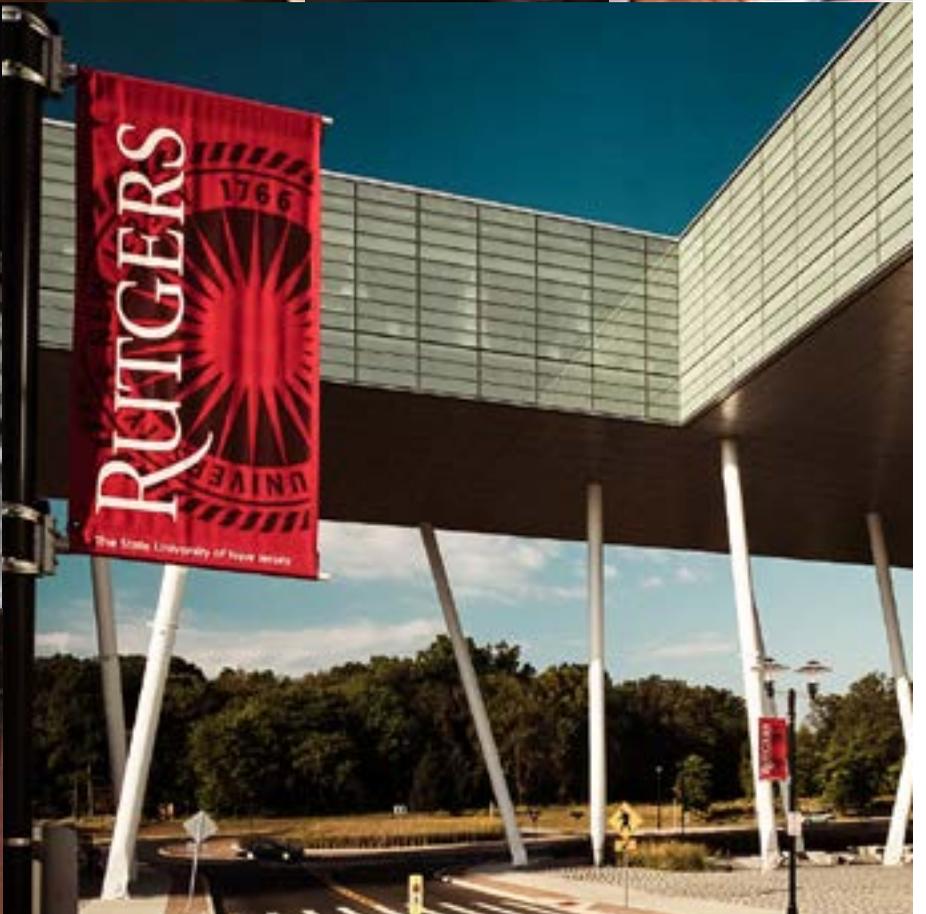
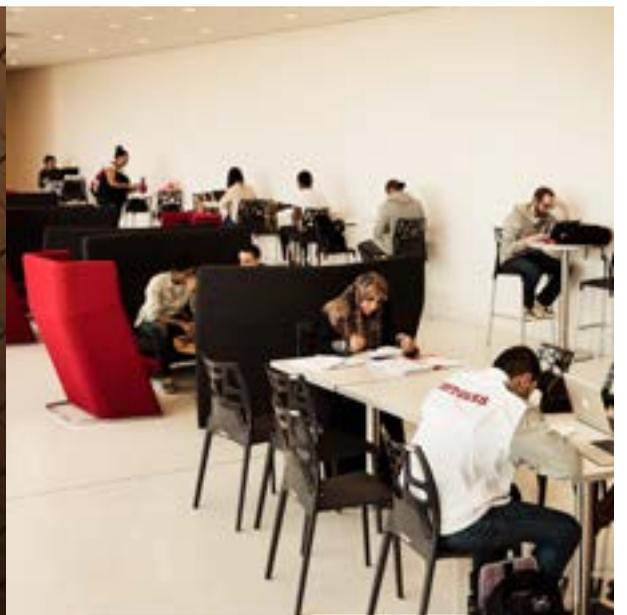


RESEARCH CENTERS

Research centers are an integral part of Rutgers Business School and our programs, furthering scholarship and advancement in specialized areas of business.

RESEARCHERS





OUR RESEARCH CENTERS

Created with industry partners and guided by advisory board members representing leading corporations, the following Research Centers provide students with exceptional access to top executives, scholarship opportunities, fellowships and opportunities to deeply examine current business issues.

BLANCHE AND IRWIN LERNER CENTER FOR THE STUDY OF PHARMACEUTICAL MANAGEMENT ISSUES

Established in the fall of 2004, the Blanche and Irwin Lerner Center for the Study of Pharmaceutical Management Issues focuses on encouraging research in the areas of managing biopharmaceutical research, development, and commercialization. The goal of this research center is to increase productivity and discern the impact of government policies and programs on competition, pricing, and reimbursement, and access to biopharmaceutical products, medical devices, and diagnostic products.

CENTER FOR MARKETING RESEARCH

The Center for Marketing Research connects with the industry in two ways: (a) through research on developing and applying emerging marketing paradigms, methodologies and techniques, and (b) through educational programs such as the Marketing Research Insights and Analytics (MRIA) concentration.

INSTITUTE FOR ETHICAL LEADERSHIP

The Rutgers Institute for Ethical Leadership works with business, government, nonprofit, and philanthropic organizations to provide leaders and future leaders with the education, training, and critical-thinking tools needed to make ethical decisions.

CENTER FOR REAL ESTATE

The mission of the Center for Real Estate is to develop and shape the next generation of real estate leaders through a rigorous program of undergraduate and graduate studies. Its curriculum is focused on three areas: real estate business fundamentals, change-ready leadership and the power of diversity. The center leverages prominent New Jersey real estate executives who are lending their leadership to its development and success.

RUTGERS CENTER FOR OPERATIONS RESEARCH

The Rutgers Center for Operations Research (RUTCOR) is focused on the development of Operations Research theory and applications through scientific study and collaboration with government and industry. The center develops advanced analytical methods for the optimization of complex systems to guide decision making in a wide variety of disciplines.

THE CENTER FOR URBAN ENTREPRENEURSHIP & ECONOMIC DEVELOPMENT

The Center for Urban Entrepreneurship & Economic Development (CUEED) integrates scholarly works with private capital, government, and non-profit sectors to develop citywide resources and bring renewed economic growth and vitality through urban entrepreneurship.

RUTGERS ACCOUNTING RESEARCH CENTER/CONTINUOUS AUDITING & REPORTING LAB

The Rutgers Accounting Research Center aims to further research and creative teaching methods in accounting and information systems. Its main emphasis is on the use of technology to support accounting education.

CENTER FOR MARKET ADVANTAGE

The Rutgers Center for Market Advantage (CMA) aspires to be the leading interdisciplinary hub of knowledge generation and dissemination with respect to market strategies and best practices, to co-create value and establish a market advantage in an increasingly turbulent global environment.

CENTER FOR INFORMATION MANAGEMENT, INTEGRATION AND CONNECTIVITY

The Center for Information Management, Integration and Connectivity is focused on exploring, developing, and conducting applied scientific research on issues related to digital libraries and electronic commerce. The goal of this research center is to foster a multi-disciplinary research program that brings together researchers from a diverse set of areas including computer information systems, computer science, environmental science, healthcare, marketing, finance and economics, and industrial engineering.

TECHNOLOGY MANAGEMENT RESEARCH CENTER

The Technology Management Research Center (TMRC) is dedicated to facing the challenges behind technology and economic growth in industry and government, and promoting effective management of technology.

WHITCOMB CENTER FOR RESEARCH IN FINANCIAL SERVICES

The Whitcomb Center for Research in Financial Services aims to promote and facilitate research in financial services, foster interaction between the academic and business/finance communities, and bring national recognition to the research being done at Rutgers Business School.

CENTER FOR SUPPLY CHAIN MANAGEMENT

The Center for Supply Chain Management is dedicated to developing innovative strategies and practical solutions that address business problems encountered in the management of the end-to-end supply chain.

CENTER FOR RESEARCH IN REGULATED INDUSTRIES

Founded in 1977, the Center for Research in Regulated Industries' objective is to promote research, scholarship, and education in regulatory economics and implications for policy. Research and scholarship is promoted through conferences, seminars, workshops, courses, publications and research projects.

CENTER FOR GOVERNMENTAL ACCOUNTING EDUCATION AND RESEARCH

The Center for Governmental Accounting Education & Research sponsors academic research projects in collaboration with the Governmental Accounting Standards board and other academic and professional organizations.

RUTGERS FINANCIAL INSTITUTIONS CENTER

The Rutgers Financial Institutions Center coordinates the intellectual resources of the region in examining the relevant issues facing the industry. The Center exists to promote research on financial institutions.

FACULTY WHO ARE CURRENTLY SERVING AS EDITORS IN CHIEF OF ACADEMIC JOURNALS

ACCOUNTING & INFORMATION SYSTEMS

MICHAEL ALLES

International Journal of Disclosure and Governance

ALEXANDER KOGAN

Journal of Emerging Technologies in Accounting

BHARAT SARATH

Journal of Accounting Auditing and Finance

MIKLOS VASARHELYI

Journal of Information Systems

International Journal of Digital Accounting Research

FINANCE & ECONOMICS

MICHAEL CREW

Journal of Regulatory Economics

SIMI KEDIA

Review of Financial Studies

C.F. LEE

Review of Quantitative Finance and Accounting

Review of Pacific Basin Financial Markets and Policies

DARIUS PALIA

Journal of Financial and Quantitative Analysis

MANAGEMENT & GLOBAL BUSINESS

JOHN CANTWELL

Journal of International Business Studies

MICHAEL SANTORO

Business and Human Rights Journal

MANAGEMENT SCIENCE & INFORMATION SYSTEMS

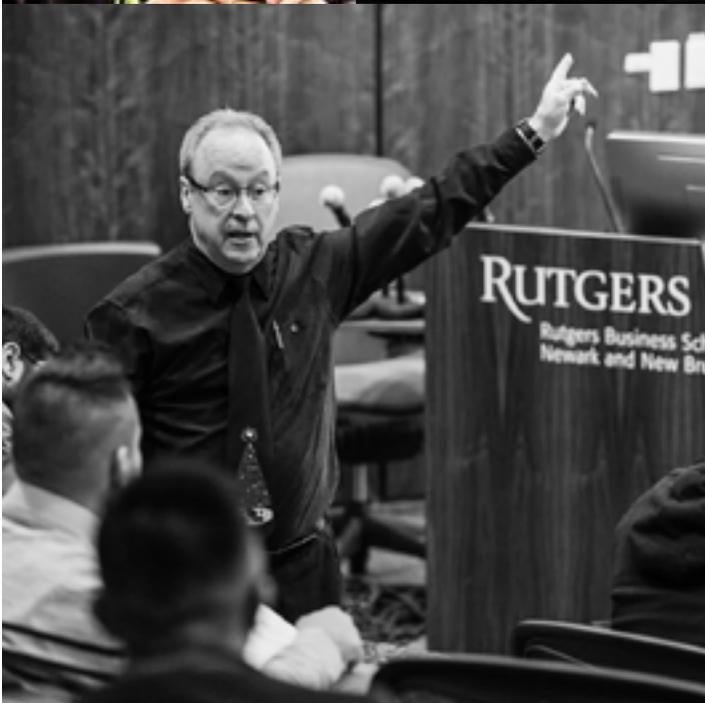
ENDRE BOROS

Annals of Operations Research

Discrete Applied Mathematics

NABIL R. ADAM

International Journal of Digital Libraries





ACADEMY PROGRAM

A Rutgers business education prepares students for success – not just in their chosen fields but also in their lives. From our comprehensive undergraduate courses to our highly rated MBA program, a Rutgers education is a life-changing experience that gives the student the skills and knowledge to compete globally while broadening their appreciation for how the world works. Many describe it as one of the most rewarding experiences of their lives – professionally and personally. Students immediately feel comfortable within the school’s culture. And because we provide a top-ranked education for a generally lower cost than other business schools, students enjoy a much higher return on their investment.



MIC RAMS

UNDERGRADUATE

 No. 9 business school for return-on-investment in U.S., *Fortune*, 2015.

 Rutgers University – Newark ranked No. 4 in social mobility & No. 14 for the “Best Bang-for-the-Buck” in the U.S., *Washington Monthly*, 2014.

 Rutgers University –New Brunswick ranked in the top 15 percent for return on investment in the U.S. by *The Economist*, 2014.

 Rutgers University ranks No. 33 among world’s top universities according to *Center for World University Rankings*, Rutgers also ranks No. 24 among U.S. universities.

The undergraduate programs at Rutgers Business School provide students with a strong foundation in the broad functional areas of business. An education from Rutgers Business School equips graduates with the skills and the knowledge they need to enter the workforce and to deal effectively and ethically with a myriad of complex problems that arise in business.

The undergraduate programming offers students studies in traditional fields like finance and accounting as well as studies in contemporary, growing areas such as supply chain management and entrepreneurship. Students also benefit from a large alumni network, professors with strong ties to industry and career management teams who are dedicated to preparing them for landing internships and jobs – and having careers – at world-class companies.

A Rutgers education is also one of the best values students interested in studying business can find in the country. According to *Money.com* and *Fortune.com*, Rutgers Business School ranks No. 9 in return-on-investment among public schools in the country.

Our students reflect the world, with nearly every country and ethnic background represented on our campuses. With that level of diversity, students learn lessons from one another that are as enriching as the ones they receive in their classrooms. Business school students attending the undergraduate program in Newark benefit from access to one of the nation’s largest urban college centers in a neighborhood marked by culture, historic buildings and parks. Students attending classes in New Brunswick experience a vibrant, suburban campus that is close to the heart of Rutgers University and its historic colonial past.

In every respect, the Rutgers Business School undergraduate program provides students with the skills and knowledge to succeed in a rapidly changing global economy.



RELATED STORY:

ROAD TO WALL STREET

Good grades, impressive internships and a solid interview: The qualities employers look for in prospective job candidates are fairly obvious.

But when it comes to getting employers to give you that first look – especially on Wall Street – who you know often trumps what you know.

“There is this mythic Wall Street, but how do I crack it?” said Scott Borden, a former operations manager for Lehman Brothers who is now a career development specialist for University Career Services at Rutgers.

Enter Road to Wall Street, a Rutgers program developed to boost students’ knowledge of and exposure to professional contacts.

The program takes a page from the Ivy League playbook, by granting access to the industry and cultivating a network of well-placed professional alumni to mentor students interested in pursuing careers in finance. The goal is twofold: provide students with a powerful career-building tool and increase Rutgers’ visibility on Wall Street.

Eric Lang credits Road to Wall Street with helping him land a coveted summer internship at Citigroup. Through the program he was given the opportunity to dine with Harvey Schwartz, the CFO of Goldman Sachs, and rub elbows with traders on the floors of Goldman Sachs and Citigroup.

Lang was well paid for his efforts at Citigroup, where he logged 70- to 80-hour weeks modeling financial statements for corporate clients in the technology industry. But his real reward was summed up in the two words he heard at the end of his internship: You’re hired.



Through the program Eric Lang was given the opportunity to dine with Harvey Schwartz, the CFO of Goldman Sachs, and rub elbows with traders on the floors of Goldman Sachs and Citigroup. Schwartz, a Rutgers alum, was instrumental in creating the Road to Wall Street program.

MBA

 According to *U.S. News & World Report*, Rutgers Business School offers the No. 1 public MBA program in the New York metropolitan area, the No. 11 Supply Chain Management MBA and the No. 24 public MBA program nationwide. It also ranks Rutgers No. 21 in MBA employment.

 *Bloomberg Businessweek* ranked it the No. 9 Part-Time MBA program in the Mid-Atlantic region.

 *Find-MBA.com* ranked it one of the “Top-10 MBA programs for health care/pharmaceuticals/biotechnology” in the world.

 *MBA-Universe.com* ranked Rutgers MBA one of the “Top-5 Destinations” in the world for pharmaceutical management.

A Rutgers MBA is an experience unlike any other. Students work with their future advisors, mentors and business partners, who are their current RBS professors, classmates and alumni. Students grow in an ambitious, entrepreneurial and collaborative environment that helps them get their business ideas rolling, or helps them earn that promotion. Rutgers’ MBA program is ranked as the No. 1 Public MBA program in the New York metropolitan area, and No. 21 in employment out of 513 AACSB-accredited business schools nationwide (*US News & World Report, 2015*). With strong corporate recruiting partnerships at top global companies in New York and New Jersey and a dedicated career management staff, it’s no wonder our students get jobs they love.

The Full-Time MBA program is a traditional masters of business administration degree that prepares students for unparalleled success with an innovative curriculum and valuable hands-on experience.

The Part-Time MBA Program is a flexible and convenient option for professionals wishing to further their career, but who would rather continue working, start their own business or do consulting work while earning their MBA.

The MBA in Professional Accounting was developed for undergraduates holding degrees in the arts and sciences, or business degrees other than accounting. The program integrates management skills with accounting theory and practice, along with a strong emphasis on teamwork, case studies, and final team projects.



RELATED STORY:

LUNCH WITH A LEGEND

A group of Rutgers Business School graduate students traveled to Omaha, Nebraska, over their winter break to visit with Warren Buffett, the 84-year-old CEO of Berkshire Hathaway.

John Longo, a clinical professor at Rutgers Business School who organized the trip, chose students from the Rutgers MBA program as well as the Master of Quantitative Finance and Master of Financial Analysis programs based on essays they submitted explaining why they wanted to meet the investment guru.

In Omaha, Rutgers joined other student guests from Stanford University, Rice University, the University of Wisconsin and the University of Chicago.

The visit with Buffett began with a question-and-answer session lasting nearly three hours. Buffett shared his philosophy about investing, as well as the importance of emotional discipline and being a strong communicator.

The students had more time to chat with Buffett over lunch at one of his favorite spots, a steakhouse called Piccolo Pete's. Afterward, they were given tours of some of the companies he owns in Omaha.

"He is just an outstanding guy," Nick Gregory, a civil engineer in the Rutgers Flex-MBA Program, said after meeting Buffett. "He's so respected, but he's very friendly and outgoing. He's a regular guy with a lot of money."



To get a sense of how coveted such face time with Buffett can be, consider that some have paid as much as \$2 million for the experience. For charity, Buffett offers an annual lunch date to the highest bidder.

EXECUTIVE MBA

 *Financial Times* ranks Rutgers EMBA in the U.S. No. 8 in salary increase, No. 16 in total salary, and No. 20 overall in 2014

 *Financial Times* has also ranked Rutgers EMBA highly in Economics – No. 2 in the world and Strategy – No. 7 in the world, 2013

 *Bloomberg Businessweek* ranked Rutgers EMBA No. 26 overall in 2014



Ivan Brick, professor and department chair, Finance & Economics

In the knowledge-intensive environment of today's business world, a dynamic state-of-the-art MBA degree becomes a career necessity. Incorporate the fact that business is globalizing at an unrelenting pace and the MBA now becomes a career imperative. The globally ranked Rutgers Executive MBA (EMBA) is specifically designed to provide students with the theoretical tools, the practical insights and the vital hands-on skills essential to compete in this challenging environment.

The 20-month learning experience is tailored for managers and executives with more than 10 years of career experience who wish to remain at their jobs while pursuing an MBA. It offers students the benefit of exceptional professors with practical experience, a rich and constantly updated curriculum, globally recognized areas of specialization and the promise of an enduring network of talented professionals.

The prestige, history and international reputation of Rutgers have all been leveraged to provide managers an Executive MBA program of uncompromising quality with an unparalleled return on investment.



Farrokh Langdana, professor, Finance & Economics and director of Rutgers Executive MBA program





RELATED STORY:

AN EXECUTIVE MBA PROGRAM WITH A SOUL

As Helen Kest completed her residency in pediatric medicine at a hospital in the Bronx, she couldn't help comparing the level of care and services in the U.S. to what she knew existed in Nigeria, where she had grown up.

"The whole time my heart was breaking for Nigeria and other developing countries, where there aren't these privileges," said Kest, who graduated from the Rutgers Executive MBA program.

With her husband Joshua, she founded Fountain of Living Waters, a faith-based organization set up to train health care professionals in an effort to improve medical services and save lives.

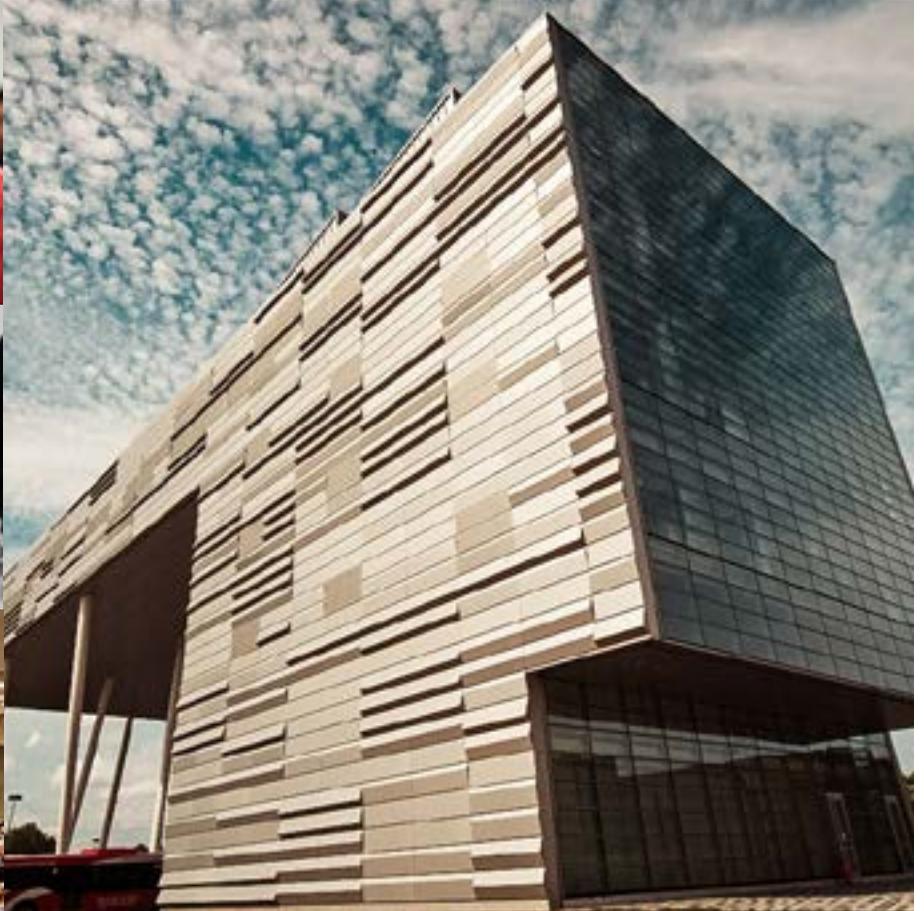
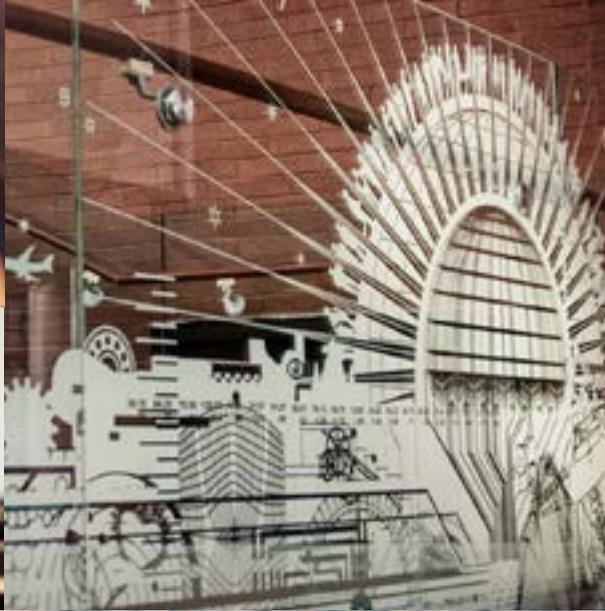
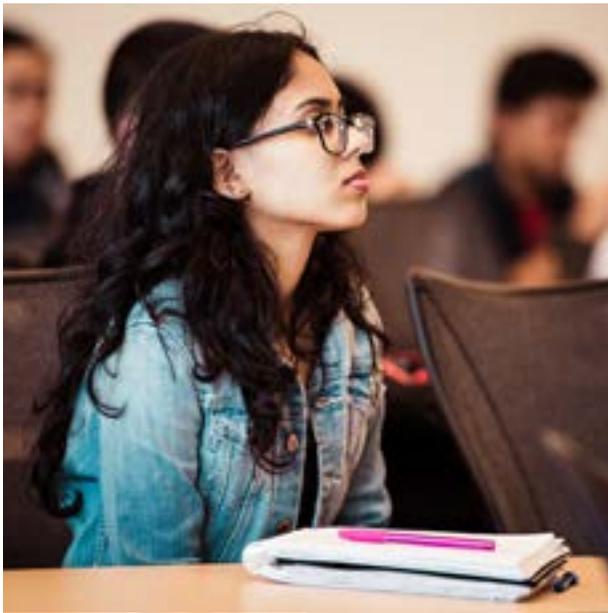
Dr. Kest's goals were very clear; her investment in the Rutgers Executive MBA program was really an investment in her leadership development. "I am a trained physician who enjoys success in patient care, but (I am) not a business executive. I believe that without wise leadership, a mission will fail."

She became an early part of what is now a growing trend of healthcare professionals pursuing Executive MBA degrees – with a twist: Kest, who works as an infectious disease specialist at St. Joseph's Regional Medical Center in Paterson, is unique because she has chosen to use the EMBA degree to build a non-profit.

"Dr. Helen Kest enrolled in Rutgers EMBA not for career enhancement or for additional income — she enrolled to better serve humanity," said Farrokh Langdana, who is director of the Rutgers Executive MBA program. "To this end, she has succeeded not just in her objective, but in exemplifying that this is an EMBA program unlike most others; this is an EMBA program with a soul."



Helen Kest (lower right) and members of Fountain of Living Waters traveled to Nigeria to provide emergency care training to nurses, doctors and community leaders, who are often first responders.



MASTERS



Ranked the No.1 public Master of Finance degree in the New York metropolitan area.



The Rutgers Master of Quantitative Finance program was recognized as a "Top 10 Quant" program in the U.S., according to *Advanced Trading*.



More than 130 partners and principals in the Big Four firms (Pricewaterhouse Coopers, Deloitte Touche Tohmatsu, Ernst & Young, and KPMG), are Rutgers alumni—representing one of the single greatest concentrations from major business schools.

A graduate business education at Rutgers prepares students to lead in an ever-changing business landscape. In today's competitive world, post-graduate degrees provide individuals with invaluable experience, confidence and an advantage over the competition. The unique combination of knowledge, experience, and networking skills that comes with a Rutgers graduate degree sets students apart. Proximity to the epicenter of global business, hands-on experience with real-life challenges, and interaction with successful executives, distinguished faculty members and a diverse group of students give masters degree students the confidence and skills they need to succeed.

The Master of Accountancy in Financial Accounting is an innovative graduate degree program designed for college accounting majors who intend to become CPAs and need to earn 30 additional college credits to satisfy the new "150 hours" requirement for professional accounting certification. Classes are taught on a full-time basis in the summer and on a part-time basis in the fall and spring.

The Master of Accountancy in Taxation imparts a basic knowledge of the major technical, conceptual, and research issues in the areas of tax and taxation, and provides training in the practical, procedural, ethical, and legal aspects of taxation.

The Master of Accountancy in Professional Accounting is designed to meet the needs of those applicants who do not hold undergraduate degrees in accounting or do not have accounting-related work experience, and who are seeking a graduate accounting degree as an alternative to an MBA.

The Master of Financial Analysis program has been designed to help students achieve the CFA charter. Rutgers is one of only 10 U.S. CFA Institute partner schools to offer a one-year master's degree designed to directly help students prepare to take the CFA exam.

The Master of Information Technology program bridges the gap between information technology and business through teaching students the interdisciplinary skills of both domain and technical knowledge. The program also prepares students to manage significant software development projects and lead teams of IT professionals engaged in design, analysis, implementation and service delivery.

The Master of Quantitative Finance program prepares financial managers and related professionals for increasingly important roles in mergers, consolidations, global expansion and financing, where their extensive specialized knowledge helps to reduce risk and maximize profit.

ONLINE MASTERS



Our online master's program in governmental accounting was ranked No. 13 Best Online Business Graduate Program in the U.S. and the No. 11 online business program for veterans by *U.S. News & World Report*.

The Master of Accountancy in Governmental Accounting is a unique 30-credit program taught entirely online. The program is designed to prepare professionals seeking to advance in the rapidly expanding field of government financial management, accounting and auditing.

The 30-credit Master of Supply Chain Management program provides the same top-quality instruction as our highly ranked full-time MBA program but in a more convenient online delivery structure. The 10-course online program can be completed without any residency requirement in as little as one year.

Ph.D.



Rutgers Business School's Ph.D. program was ranked No. 30 in the world and No. 8 in the U.S. according to *Financial Times*.

Since 1978, Rutgers Business School has trained leaders in business scholarship through its Ph.D. programs. The programs allow doctoral students to collaborate with world-class professors who have expertise in a broad range of research areas. Each program requires four to five years of full-time study, with an emphasis on research from the outset. Ph.D. programs at RBS include: Accounting, Accounting Information Systems, Economics, Finance, Information Technology, International Business, Management Science, Marketing Science, Organization Management, Science, Technology, and Management, and Supply Chain Management.



EXECUTIVE EDUCATION

 Rutgers has been a leading provider of management education programs for more than 50 years.

 Since 2011, Rutgers has worked closely with Johnson & Johnson to design and execute a customized global digital learning plan for hundreds of the company's global employees. In reflecting on this partnership, Scott Creighton, global vice president, Marketing Excellence Group at J&J, said the Rutgers Corporate Program has "delivered material that was not only relevant and engaging, but also thought-provoking."

Rutgers Business School Executive Education engages the business community, both within the state and across the globe. Given the rapid pace at which business evolves today, thousands have turned to Rutgers Executive Education to gain both strategic and tactical insights that generate tangible results. Our cutting-edge business curriculum aims to deliver measurable outcomes for individuals and organizations alike, and our programs are delivered by award-winning faculty from around the globe, and expert practitioners within their respective fields.

Our open enrollment program portfolio covers comprehensive management, leadership, strategy, finance, marketing and healthcare courses. These programs are created in an accelerated format and can be taken in multiple learning environments including live, virtual, and hybrid. With Rutgers Executive Education, participants walk away from programs with not only newly found knowledge, but also skills that can be utilized for both personal and organizational benefit.

The Rutgers Business School Corporate Custom programs offer a convenient and tailored solution that focuses on an organization's specific needs and desired outcomes. Focused on employee development, a corporate program enables companies to leverage the competitive advantage of their workforce by bringing these programs onsite.

Rutgers Mini-MBA™ presents innovative online and in-class programs:

- Mobile Marketing
- BioPharma Innovation
- Digital Marketing
- Entrepreneurship
- Social Media Marketing
- Viral Video Marketing

Other in-class only programs include specialized Mini-MBA™ programs in:

- Integrated Marketing Communications
- Strategic Healthcare Management for Practices
- Finance for Non-Financial Managers
- Business Management for Military Veterans (see related story)



RELATED STORY:

TAILORED EDUCATION FOR VETERANS

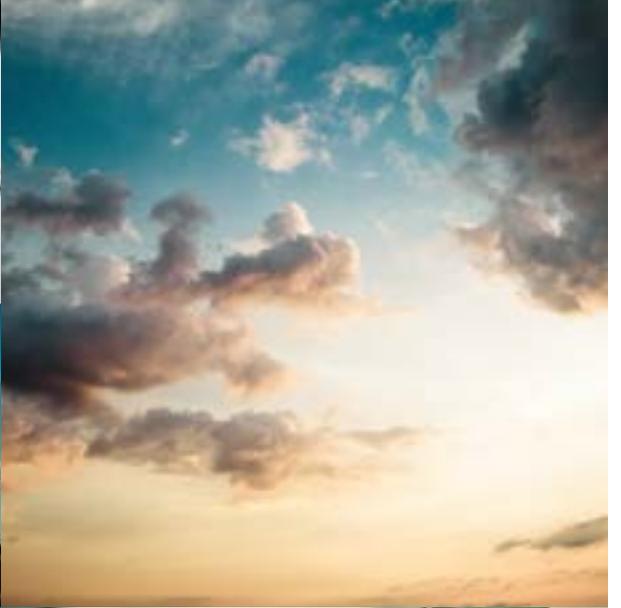
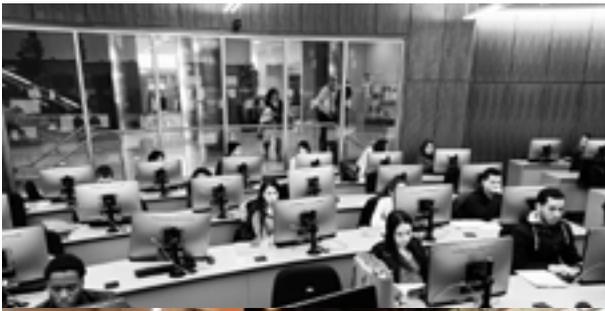
Rutgers Business School Executive Education is tailoring one of its newest certificate programs to assist veterans who are transitioning into the civilian workforce. Returning from military service back to a civilian life can be one of the biggest challenges a veteran will face. Learning to speak, act, and carry-on daily life differently from what one has been accustomed to can be difficult.

Too often, veterans come home from duty and have difficulty capitalizing upon and applying their years of military experience and training to a civilian career. The Rutgers Mini-MBA™: Business Management for Military and Veterans, is intended to assist, train and guide returning veterans to achieve business success.

The program offers an overview of the key concepts, tools and techniques that are required to succeed in a challenging civilian business environment. Instructed by a unique blend of university faculty, seasoned professionals, and fellow veterans who have succeeded in their civilian careers, the Mini-MBA: Business Management for Military and Veterans will prepare active duty, National Guard and reservists to transition successfully and thrive in new professions.



"We want our veterans to become employed in the civilian workforce."
- Stephen Abel,
director of Veteran & Military Programs and Services at Rutgers University and a retired U.S. Army Colonel



LOOKING AHEAD

Our connection to one of the preeminent research universities in the nation and our place as the leading business school in New Jersey allows us to capitalize on transformative trends in urbanization, globalization and digitalization. The following actions will guide our strategy to ensure we do:

1. CONDUCT TOP-NOTCH ACADEMIC RESEARCH

Rutgers Business School is the home of many renowned scholars and leading academic research. Since 2000, our faculty have added more than 900 peer-reviewed journal articles to the academic literature through collaborative research in emerging business fields. Between 2000 and 2014, RBS had an average ranking of No. 59 in the country by the University of Texas-Dallas Business Research Rank for its publication performance in top business journals. And on average, it was No. 64 in the world during the past five years, according to a research ranking by the *Financial Times*. In order to continue contributing influential academic research, we plan to recruit and retain exceptional faculty and provide them with the research support they need to improve upon this success.

An exciting technological development, spearheaded by Professor Miklos Vasarhelyi, the director of Rutgers Accounting Research Center and Continuous Auditing & Reporting Lab (CAR Lab), is the development of RBX online which aims to digitize course materials and lectures allowing for easy access to course content and the expansion of hybrid teaching methods. It will enable delivery of courses to a greater number of students and provide exposure to quality RBS faculty throughout the world. With growth and further development, the RBX program can offer market alternatives to MOOCs and the competitive online degree environment.



"A Rutgers business education prepares students for success – not just in their chosen fields but also in their lives. From our comprehensive undergraduate courses to our highly ranked MBA program, a Rutgers education is a life-changing experience that gives the student the skills and knowledge to compete globally while broadening their appreciation for how the world works. But we know we have to keep innovating to the needs of students and employers. So, we are continuously matching needs by creating new specialty masters programs."

- Phyllis Siegel
Sr. Associate Dean for Graduate Programs & Associate Professor,
Management & Global Business

2. IMPLEMENT INNOVATIVE TECHNOLOGY TO DELIVER EDUCATION

We are using technology and curriculum innovation to power RBS for tomorrow. We continue to pursue new and unique online specialty master's degree programs that respond to the needs of industry and our students.

- Master of Accountancy in Governmental Accounting is 100 percent online (Ranked No. 13 in *U.S. News & World Report*, 2015)
- Master of Accountancy in Financial Accounting is 50 percent online
- Master of Supply Chain Management (Leveraging the high ranking of Rutgers supply chain management programs, No.11 in the U.S. according to both *Gartner Inc.* and *U.S. News & World Report*, 2015)

3. ENHANCE THE RELEVANCE & ROI OF OUR DEGREE PROGRAMS

We realize that business school students who are well educated and experienced in applying their lessons to real-world problems are the most attractive candidates to employers. Through projects sponsored by multinational firms, our faculty bring the real world into the classroom. Faculty are not just teaching solutions to problems. They are teaching students the ability to frame a problem, to take ambiguous information and identify the questions that can produce solutions to particularly vexing business issues. This helps create introspective future leaders better able to communicate. Our success in building corporate partnerships has created pipelines for students in all of our programs to gain internships and job opportunities at top global companies.

4. ALIGN WITH THE FORCES THAT ARE TRANSFORMING INDUSTRIES

Joining the Big Ten Conference has meant membership in the Committee on Institutional Cooperation (CIC), a consortium of 15 world-class research universities, including all Big Ten members and the University of Chicago. This alliance gives our students and faculty opportunities for meaningful scholarly collaborations as well as access to members-only databases, conferences and library collections. Through the CIC, we are able to anticipate future trends, revise our curriculum and develop new degree programs, all while strengthening our leadership in core business fields.

5. BUILD A UNIQUE & STRONG BRAND

It is the knowledge our faculty produce through their research and experience, then transfer through their teaching, that leads to student success. Communicating faculty insights and expertise with the media and through social media deepens Rutgers Business School's impact. Building a brand that is ahead of its time starts by providing the best student experience in an entrepreneurial, collaborative and diverse environment. We are connecting with RBS alumni from all over the world like never before, hosting thought-leadership events, networking, and gatherings at Rutgers football and basketball games. An integrated student and alumni culture showcases our true brand: the graduates who go to work at and go to lead the world's top companies.





6. ENHANCE OUR SOCIAL IMPACT

We can make a difference in our communities by engaging with area high school students and their families. We are working with our corporate partners to give more scholarships to students from low-income families, help first-generation minority students gain a strong foothold at college and retain the future talent of New Jersey. Providing access to higher education for these students will lead to enhanced economic growth in our cities.

7. APPLY OUR KNOWLEDGE TO HELP LOCAL BUSINESSES

Rutgers Business School is building a research park where business knowledge generated through academic research will be applied to Newark-based businesses and entrepreneurs to help fuel economic development. Rutgers Business School is working closely with local officials to sustain and strengthen the city's hub of manufacturing by forging public-private partnerships capable of generating jobs, growing companies and creating social change.



"We will achieve our objectives because we have some of the best and most dedicated faculty around. With wide-ranging research backgrounds and strong industry experience, our faculty are thought leaders in their fields. We contribute to Rutgers University's deep commitment to creating new knowledge, fueling economic progress, improving lives and enriching humanity."

- Yaw Mensah,
Executive Vice Dean & Professor,
Accounting & Information Systems



OUR INNOVATIVE PROGRAMS

Rutgers Business School faculty are curricular innovators, well-practiced at leveraging our strengths to anticipate and respond to the shifting demands for business education.

BUSINESS OF FASHION

"Business of Fashion combines two of the largest and most vibrant industries in the world, business and fashion. This exciting new program fills a niche by providing creative arts students and aspiring entrepreneurs with an understanding of business principles and exposing business students to different facets of the fashion industry."

- *Tavy Ronen, Associate Professor of Finance and Director, Business of Fashion Program*

ENTREPRENEURSHIP

"The Collaborative for Technology Entrepreneurship & Commercialization (CTEC) will begin with a series of omni-disciplinary graduate courses and extend into a wide range of collaborations. It will help to create greater commercial and social value from Rutgers' discoveries and intellectual property, and it will support and enhance efforts to boost the creation and success of technology-rich social ventures in urban environments."

- *Ted Baker, Professor of Management & Global Business and George F. Farris Chair in Entrepreneurship*

HEALTHCARE SERVICES MANAGEMENT

"The healthcare industry is changing rapidly and to be successful, healthcare leaders need to engage at an unprecedented pace. Rutgers University is committed to improving healthcare in New Jersey and beyond by offering coursework that is preparing students to effectively lead in these challenging times."

- *Céu Cirne-Neves, FACHE, Vice President of Physician and Patient Service, Saint Barnabas Medical Center, Livingston, NJ (Rutgers University, Class of 1980)*

REAL ESTATE & LOGISTICS

"As part of our strategic mission to be the leading real estate center in the country, we will specialize in areas of real estate that New Jersey is strong in. The state has the third most industrial and warehouse square footage in the country. This may be the first program in real estate where students will learn about both the supply and demand side, which is the connection to supply chain management."

- *Morris A. Davis, Professor of Finance and Economics and Paul V. Profeta Chair in Real Estate*

DISTINGUISHED ALUMNI

ROBERT J. BOUTILLIER BS '48

Vice Chairman, Northeast Region,
Peat Martwick

IRWIN LERNER, BS '51, MBA '58

Retired, Chairman, President & CEO,
Hoffmann-LaRoche

ORVILLE BEAL, MBA '54

Retired President, Prudential

WILLIAM RASMUSSEN, MBA '60

Managing Director, CSFBdirect
Founder ESPN

ROBERT CAMPBELL, MBA '62

Retired Vice Chairman,
Johnson & Johnson

ROBERT K. ELLIOTT, '64

Former Chairman of the American
Institute of Certified Public
Accountants (AICPA)

RICHARD P. MAYER, BS '62, MBA '65

Retired, Chairman &
CEO, Kraft General Foods,
North America

JOHN RUFFLE, MBA '63

Vice Chair and Director,
J.P. Morgan and Co.

ROBERT K. ELLIOTT, '64

Former Chairman of the American
Institute of Certified Public
Accountants (AICPA)

THOMAS RENYI, MBA '68

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of New York Mellon

MARY JO GREEN MBA '70

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SONY Corporation of America

ROSEMARY T. MCFADDEN, MBA '73

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Mercantile Exchange

FRANK CASSIDY, MBA '74

President and Chief Operating
Officer, PSE&G

JOSEPH P. PIERONI, MBA '75

Retired, President & CEO,
Daichi Sankyo, Inc.

GREGORY WEAVER, MBA '75

Retired, Chairman and CEO,
Deloitte & Touche, LLP

ARTHUR CERTOSIMO, BA '77

Retired, Senior Executive Vice
President and CEO of Global Markets,
BNY Mellon

Also a member of the Executive
Committee and Operating Committee
of BNY Mellon

ERIC TVETER, MBA '77

CEO/MD, UPC Cablecom – a Liberty
Global Company

OLENA PASLAWSKY, MBA '78

Senior Vice President, Chief
Financial Officer, and Treasurer, The
Metropolitan Museum of Art

RAVI REDDY, MBA '80

Co-founder, ThinkSystems, Vistaar
Technologies

THOMAS BARTLETT, MBA '81

EVP and CFO American Tower
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Executive Vice President and
Chief Financial Officer, Sony Music
Entertainment, Inc.

SOICHI MATSUNO, MBA '81

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Capital Management, LLC

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WILLIAM FREEMAN, MBA '83

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DENNIS BONE, MBA '84

Retired, President,
Verizon New Jersey,
Verizon Communications, Inc.

MICHAEL O'NEILL, MBA '86

President and CEO,
Broadcast Music Inc.

LEONARDO DECANDIA, MBA '87

Vice President/Chief Procurement
Officer Janssen Pharmaceuticals
Group

SHERI MCCOY, MBA, '88

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ALVARO DE MOLINA, MBA '88

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Physician and Author

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TIAA-CREF

MEI WEI CHENG, MBA '99

President and CEO Siemens Ltd,
China

RALPH IZZO, MBA '02

Chairman and CEO, Public Service
Enterprise Group Inc.

CLIFFORD SALES, MD, MBA '02

CEO of The Cardiovascular Care
Group and Chief of Vascular Surgery,
Overlook Hospital

WEIWEI CHEN, MBA '02

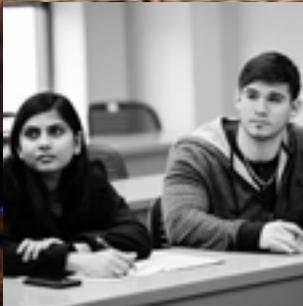
CFO and Vice President,
Starbucks, China

JEFFREY ZHE YANG, MBA '02

Vice President and Chief Marketing
Officer of China Region, Huawei

SENG YEE LAU, MBA '04

Senior Executive Vice President and
President, Online Media Group,
Tencent Holdings



COMPANIES AFFILIATED WITH RUTGERS BUSINESS SCHOOL FACULTY:

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ACCOUNTability Plus, LLC	Cushman & Wakefield	Institute for Entrepreneurial Leadership (IFEL)	Prudential Foundation
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Apple	Dynamic Engineering Consultants, PC	JPMorganChase	Schindler Elevator
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Colgate-Palmolive			
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Community Healthcare			



Rutgers, The State University of New Jersey – Founded 1766

Rutgers, The State University of New Jersey, is dedicated by law and by purpose to serving all people on an equal and nondiscriminatory basis.

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