Welcoming Remarks

2019 Governmental Accounting Update Conference
December 5, 2019

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Executive Vice Dean
Rutgers Business School – Newark & New Brunswick
This conference is a public service activity of
• Rutgers Center for Governmental Accounting
  Education and Research (CGAER) &
• Master of Accountancy in Governmental
  Accounting

CGAER is one of 18 research and outreach centers in RBS.
The center sponsors research on governmental accounting topics.
An Introduction to CGAER

Public Policy Research

One CGAER-sponsored research study just completed (but not yet published) examines the effectiveness (as a control mechanism) of taxpayer balloting on school district budgets from 2001 to 2011.

The results show the following:

- Contrary to \textit{a priori} expectations, taxpayer voting was effective in curbing excessive school district spending plans.
- Furthermore, school districts with defeated budgets which were then scaled back by the municipal governments suffered no adverse effect in terms of the pass rate of the standardized tests (aggregated across all grades).
An Introduction to RBS

What exactly is RBS?

As the premier public (state) business school in New Jersey, what is RBS doing to help the people of the State of New Jersey?
Rutgers Business School (RBS)

100 Rockafeller Rd.
New Brunswick

One WP
Newark
Rutgers Business School – An Introduction

- Largest public business school in the Big 10
  5,000+ undergraduate business students in New Brunswick
  2,800+ undergraduate business students in Newark
  1,000 MBA students on both campuses (full-time & part-time)
  1,200 specialty graduate degree program students
  140 Ph.D. in Management students

Over 10,000 students overall
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>57%</td>
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<tr>
<td>Male</td>
<td>43%</td>
</tr>
<tr>
<td>African American</td>
<td>5.7%</td>
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<tr>
<td>Asian</td>
<td>30%</td>
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<tr>
<td>Hispanic</td>
<td>16%</td>
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<tr>
<td>White</td>
<td>30%</td>
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<td>International (non-citizen)</td>
<td>14%</td>
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Faculty and Staff

220 full-time faculty
220+ part-time faculty
240 full-time administrative staff

Operating Budget/Revenues
FY2019 $165 M
The RBS Momentum (within Big 10)

<table>
<thead>
<tr>
<th>Big-Ten/BTAA B-Schools Rankings</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>Big-Ten/BTAA B-Schools Rankings</th>
<th>2017</th>
<th>Big-Ten/BTAA B-Schools Rankings</th>
<th>2018</th>
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<td>U. Minnesota-Twin Cities (Carlson)</td>
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<td>U. Illinois-Urbana-Champaign</td>
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#1 public B-school in Northeast,
#3 in Big Ten
#7 among the U.S. public business schools

1. U. Michigan (Ross)
2. UCLA (Anderson)
3. Washington U. (Olin)
4. U. Virginia (Darden)
5. Arizona State (Carey)
6. U. of North Carolina (Kenan-Flagler)
7. U. Maryland (Smith), Rutgers (RBS)
Additional Ranking Statistics

#4 (NB) and #5 (NWK) Most First-Generation Students
  – Poets & Quants, 2018

#7 Cost-effectiveness for undergrad. business programs (Nwk)
  – Poets & Quants, 2018

#12 ROI for undergraduate business programs (NB)
  – Poets & Quants, 2018

#31 Undergraduate Accounting program nationwide
  - College Choice, 2018

#9 Online Graduate Business Program (M. Govtal Acctg & SCM)
  - US News and World Report, 2018
POETS & QUANTS
Top 100 Best and Brightest Business Majors
U.S. Class of 2019

Nadege Anadou (top left)/BSTAR
Finance Major, JPMorgan

Raynier Matias (top right)/BSTAR
Finance Major, Deloitte

Paul Chamesian (bottom left)
Finance Major, Evercore

Elaine Lee (bottom right)
SCM major, Ross Stores
Enhancing Employability of RBS Students

• “Road to Wall Street” program
  - Training for front-end jobs on Wall Street
  - Accepts roughly 65 students per year

• “Road to Silicon Valley” program
  - Training students for High Tech jobs
  - To be launched in Spring 2020

• “Road to CPA” Program
  - Planning committee formed in Fall 2019)
New Program Initiatives

• **Executive Doctor of Business Administration (EDBA)**
  - approved this year to launch in Fall 2020.

  Two-year program (after Master’s degree) oriented toward Executives & Professionals seeking a change of career (to academia from profession)
Stackable Graduate Certificate Programs

- Graduate certificates issued after completing 9 to 15 credits of coursework in specific special areas:
  - FINTECH
  - DIGITAL MARKETING
  - DATA SCIENCE & AI
  - AUDITING ANALYTICS
  - SUPPLY CHAIN ANALYTICS

- Credits can be accumulated towards a specialty master’s degree.
We Have a World Class Faculty with both Academic and Business Knowledge

Artificial Intelligence
Block Chain

Web Analytics
Forensic Accounting
Healthcare Innovation & Technology Management

Machine Learning

Data Mining
Cybersecurity for Accounting Professionals
Supply Chain Solutions with ERP/SAP

Marketing Analytics
Digital Identity, Currencies, and Payment

Valuation of New Business Ventures
Audit Analytics

Fundamentals of Cybersecurity