

Top 15 ranking for Supply Chain Management & Marketing Sciences department at Rutgers Business School

Newly established department bridges gap between academia, business

The department of Supply Chain Management and Marketing Sciences (SCMMS) at Rutgers Business School (RBS) has been recognized as a top 15 program in a report issued by AMR Research Inc. which assessed leading U.S.-based university supply chain programs in 2009. In the report, which looked to match industry needs with a university program's capability to deliver the quality and quantity of supply chain management professionals, Rutgers Business School was ranked 8th in "depth of program" and 10th in "industry value." Overall the strength of SCMMS's program was ranked 11th, comparing similarly to programs at Syracuse University and the University of Michigan.

The research cited Rutgers Business School as one of the bright spots in the next tier of programs after the top five, "Rutgers University is another growing program, with an undergraduate program being added this summer to build upon a strong group of professors." The report also highlighted the strength of RBS's research in risk management and sustainability.

One of the keys to the department's success is the high regard the industry has for professor Lei Lei, PhD, chair of the Department of Supply Chain Management and Marketing Sciences. "Professor Lei has developed a vision for the supply-chain management program that drives a high level of competency, generates employment success for the students, impactful results for the hiring companies and builds upon



Lei Lei, PhD, professor and chair of the Department of Supply Chain Management and Marketing Sciences, leads students on a tour of the Port of Newark, New Jersey.

the reputation of Rutgers University," said Roy Anderson, vice president of Global Procurement at MetLife.

"In addition to being a supply chain subject matter expert, Professor Lei is a consummate professional and a leader who is well respected by students, academics, administrators

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Rutgers Business School – Business, Science, and Technology

Multidisciplinary programs

- 270 degree programs to partner with at Rutgers University
- Dual degrees that deliver business, science, and technology credentials demanded by local, national & global markets

Strong corporate partnerships

- Partnerships with leading executives at top corporations
- Near a major center of global business, 20 minutes from New York City
- Distinct career advantages for students

Real world, international experiences

- High employment placement for graduates
- Student team case competition victories
- Global network of over 30,000 RBS alumni, & over 380,000 university wide

Leaders in research

- World-class industry experienced faculty
- Addressing major societal trends & issues globally
- Research projects leveraged by companies

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and business professionals in every interaction," added William D. McLaury, CPIM, Executive Director, North American Pharma Supply Chain, Novartis Pharmaceuticals Corporation. "She is one of the main reasons that Novartis Pharmaceuticals continues to actively support the RBS Center for Supply Chain Management."

AMR's research highlighted the strength of RBS's research in risk management and sustainability.

As the results of AMR Research's study demonstrated, RBS is becoming a nationally ranked, top-rated supply chain department. "We are accomplishing this goal through our excellence and unique strength in world-class research, innovative teaching, and high quality service in supply chain management to client companies and industry," said Rutgers Business School Dean Michael R. Cooper, PhD. "The new Supply Chain Management and Marketing Sciences department plays an important role in delivering to students the business, science, and technology credentials demanded by today's leading corporate employers," added Cooper.

Companies are taking notice, recruiting more RBS graduates for jobs in supply chain management. According to AMR Research, RBS had one of the top recruited graduate programs in the U.S. The undergraduate program starts in the fall 2009 semester.

Nationally recognized as a leader in industry collaboration, the SCMMS department fills a crucial need for businesses competing in a global economy that face rising logistics, outsourcing, and security challenges. This collaboration is helping companies with complex logistics to succeed by improving efficiencies and effectiveness in the end-to-end supply chain cycle.

Rutgers Business School team impresses supply chain management industry executives to win case competition

A team of masters students from Rutgers Business School won the Rutgers Center for Supply Chain Management annual case competition. Student teams from four distinguished northeast schools competed before a panel of industry judges from DP&C Enterprises, L'Oreal USA, MetLife, Novartis Pharmaceuticals, PSEG, Schering-Plough, and Schindler Elevator Corporation.

In addition to Rutgers Business School, the other schools competing in the challenge were the College of Engineering, New Jersey Institute of Technology; Martin J. Whitman School of Management, Syracuse University; and P.C. Rossin College of Engineering and Applied Science, Lehigh University.

"The competition is an excellent opportunity for students to showcase their business skills before a panel of senior industry executives," said Dr. Lei Lei, Professor at Rutgers Business School and Director of the Rutgers Center for Supply Chain Management. "Business executives also enjoy the chance to see top students in action."

Student teams were assessed in the April 3rd competition on their analysis of critical business issues, quality of solutions, articulation of ideas, presentation style, and responses to questions from the judges. The winning team from Rutgers Business School included first year MBA students Som-Ming Leu, Ishma Sharma, Sarika Tandon, and Lin Yi.



Rutgers Business School—Newark and New Brunswick (RBS) is an integral part of one of the nation's oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey, founded in 1766. Rutgers Business School has been accredited since 1941 by AACSB International—the Association to Advance Collegiate Schools of Business—a distinction that represents the hallmark of excellence in management education. Today, with a focus on Business, Science, and Technology, Rutgers Business School is educating more than 4,500 undergraduate and graduate students at two main campuses in New Jersey as well as six satellite locations in New Jersey, China, and Singapore. Steeped in academic excellence, with a distinguished faculty and a corps of over 30,000 successful alumni, Rutgers Business School is highly ranked by the *Financial Times*, *U.S. News & World Report*, *BusinessWeek*, and *The Wall Street Journal*. It is recognized as one of the top three business schools in the greater New York metropolitan area; is ranked #6 nationwide for "Most Competitive Students" by *The Princeton Review*; and is part of the campus that is ranked #1 in diversity nationwide by *U.S. News & World Report*, for 12 straight years.

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Rutgers Business School
Newark and New Brunswick

Rutgers, The State University of New Jersey – founded 1766

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