

High school students visit campus for business school experience

Rutgers University Business for Youth, a program run by Rutgers Business School students, brings high schoolers onto campus to get a taste of college and a sense of the opportunities available at the business school.

Three hundred students from seven New Jersey high schools kicked off a new academic year for the Rutgers University Business for Youth (RUBY) program with a day of activities at Rutgers Business School-New Brunswick.

More than 30 Rutgers Business School students volunteered to help deliver a meaningful experience to the high school students. The three RUBY co-presidents, Omkar Iyer, Class of 2026, Siya Batra, Class of 2025, and Isha Parikh, Class of 2026, led the day-long program.

"It was exciting to kick off the RUBY academic year, especially seeing how much the program has grown," said Batra.



"When I first joined RUBY, there were only eight of us, and now we have so many more students involved. We started the year by hosting a meeting where all the mentors could connect, and now we're planning a game night event to build those relationships even more."

"It's amazing," she said, "to see our mentors bonding and getting ready to give back to high school students."

During their visit to campus in January, the high schoolers were introduced to the different topics they could study at the business school and learned some basic financial concepts. They also toured the RBS-New Brunswick building and went through the first steps to prepare for a business plan competition.

The RUBY Program aims to provide high schoolers with the awareness, information, guidance, motivation, and culture necessary to be adept in business and social environments.

By providing them with experiential learning, RUBY supplements the teachings from their high school business classes and prepares them for college.

During a series of campus visits, the students attend classes (including college preparation lessons) and interact with current college students, often leading to mentoring relationships. They have opportunities to visit nearby corporate offices and work on developing soft skills through team building and presentations. The program also encourages the involvement of parents to help develop a "culture" of high performance.

Ankita Kodali, who graduated from Rutgers Business School in 2021, worked to revive the RUBY program in 2020, after it had remained dormant for years. She worked closely with Ron Richter, who teaches finance at Rutgers Business School.

"In a nutshell, RUBY is a program that helps high school students get a jump on their career exploration," said Professor Richter. "RUBY also allows our RBS students to practice leadership, team building and presentation skills. It has been a joy working with our RBS and high school students."

By Susan Todd



Ron Richter, a professor of professional practice in finance, addresses a group of 300 high schoolers participating in the Rutgers University Business for Youth program. Also in the crowd are 30 Rutgers Business School students who help to run the program and mentor the high school participants.