Dean’s message

The William G. Rohrer College of Business always has been committed to providing its dedicated students with a transformative and practical education that prepares them to be ethical business leaders in our dynamic global marketplace. The only stumbling block that has kept the College from being one of the most respected business schools in the nation has been its building.

Thanks to the unprecedented generosity of the citizens of the State of New Jersey, the efforts of Gov. Chris Christie and Senate President Steve Sweeney, and the leadership of Rowan University President Ali Houshmand and Provost Jim Newell, the University secured a $40.4-million state grant toward the College’s new home. In this environment, academia and business can work together to be an economic engine for business growth in South Jersey.

This fall, Rowan University will break ground on the new $63.2-million, 114,000-square-foot business building. We ask you to share with us your recommendations, insights, visions and dreams so that we construct a building that honors both the amazing history and exciting future of our College. Please call us at (856) 256-4025 to offer your thoughts.

Sincerely,

Dr. Robert C. Beatty
Dean and Professor of Management Information Systems

Sophomore launches business

Since entering the Rohrer College of Business (RCB) a year ago, Cassandra Aran, ’16, has scarcely had time to catch her breath. While juggling various academic courses, she has been sifting through data, pounding the pavement in search of potential investors and forging important connections to launch her own business.

Seeking a stylish, compact tablet bag she could match to any occasion or fashion ensemble, the East Brunswick, N.J., entrepreneurship and finance major designed the Pack and Strut with interchangeable covers.

“When going from classes to meetings, my bag wasn’t appropriate for both, so I thought it would be cool to be able to bring an extra cover and switch,” she explained. On the path to commercializing this creation, Aran had a busy October, launching the Pack and Strut on Kickstarter, an online funding platform. Her goal was to raise $35,000 for the first factory run of the product before rollout in boutiques.

A week later, as one of the top winners of RCB’s spring 2013 Elevator Pitch Contest, Aran headed to Chicago to participate in the National Elevator Pitch Contest, where she presented her concept to potential investors.

RCB has helped her make important connections on this journey, explained Aran, who is president of the campus Collegiate Entrepreneurs Organization. “It has introduced me to a lot of people who have been able to give me valuable advice,” she said. “The school helps provide me with many of the resources I need.”

An aspiring entrepreneur since her childhood days, Aran is thrilled by this venture to produce her own product. “It’s exciting that I’m always learning something new,” she said. “I definitely wouldn’t get experience like this just in a classroom.”

Student and entrepreneur Cassandra Aran models her new product, the Pack and Strut, a versatile tablet bag with interchangeable covers.
Whether they’re hunting for career positions five miles away or 5,000 miles away, Rohrer College of Business (RCB) graduates can be confident their school’s credentials will be recognized and valued.

RCB is one of only a few institutions in the United States to simultaneously hold accreditation by the Association to Advance Collegiate Schools of Business (AACSB International) and accreditation by the Computing Accreditation Commission (CAC) of ABET (www.abet.org) for its Management Information Systems (MIS) program.

On the heels of earning an extension of its accreditation by AACSB International this spring, RCB received word this summer that the CAC of ABET once again accredited its MIS program. RCB underwent a rigorous assessment to achieve this distinction. The process included evaluation of RCB’s facilities, mission, faculty qualifications and engagements, and student learning objectives and achievements.

The CAC of ABET initially accredited RCB’s MIS program in 2006. ABET’s accreditations traditionally applied to engineering and computer science programs, said Dr. Daniel McFarland, associate dean, but the organization began offering an accreditation for information systems in October 2001. “We were one of the first business programs to earn the accreditation in information systems,” he said.

Such accreditations certify the quality of the program and are a universal recognition of excellence, McFarland said. “They demonstrate that the student learning objectives and content of the program have been reviewed and certified by these accrediting organizations,” he said.

Although they may long to spend their summers on a balmy beach, many Rohrer College of Business (RCB) students prefer to invest much of their spare time in career-building experiences.

Alexis Scaffidi, ’14, an accounting major from Glassboro, N.J., had long dreamed of a career with the FBI. Following the encouragement of Dr. Stephanie Weidman, professor of accounting, Scaffidi sought advice from alumnus Stephen Jamison, ’98, an RCB accounting mentor and FBI agent.

After an extensive application and interview process, Scaffidi interned for two months with the Bureau’s Philadelphia Division.

Scaffidi enjoyed a variety of opportunities, including visiting the 6ABC Action News studio in Philadelphia; firing a sniper rifle at a shooting range at Fort Dix, N.J.; and attending federal criminal trials, in addition to performing other tasks. “It is such a great work atmosphere,” said Scaffidi, who will remain as a part-time employee until graduation. “Everyone works together as a team, and I like teamwork.”

Meanwhile, Teague Brody-Carney, ’14, a management information systems major from Haddon Heights, N.J., who also is taking MBA courses, headed overseas to develop an international perspective in Valencia, Spain.

While studying abroad, Brody-Carney, recipient of a scholarship from the RCB International Experiences Scholarship Program, toured major Spanish and Portuguese cities and gained a stronger grasp of the Spanish language. “I’d only studied Spanish in a classroom and had never been completely immersed in the language. My host mom didn’t speak a word of English, and many of the other local residents didn’t speak English,” he said. “I felt like if I could go to Spain, be successful in my classes and culture, and experience everything I did, there shouldn’t be a lot I can’t handle in my own society.”

During his trip, Brody-Carney embraced as many once-in-a-lifetime opportunities as he could, even running with the bulls in Pamplona, Spain. “It was just an incredible experience to have all of Europe at your fingertips,” he said.
Rohrer College of Business celebrates 2nd annual gala

Shortly after the Rohrer College of Business (RCB) met its newest class of freshmen in the fall, it welcomed old and new friends to its second annual gala on Sept. 27 in the Eynon Ballroom in the Chamberlain Student Center.

“This event brought the RCB community and stakeholders together to celebrate the accomplishments of our faculty, business leaders, alumni and students,” said Stephen Kozachyn, executive director of external affairs.

This event, which included a VIP reception and dinner, featured keynote speaker Jeffrey Tambor, Emmy-nominated actor and star of The Larry Sanders Show and Arrested Development.

In addition, RCB awarded the Business Leader of the Year Award to Keith Campbell, chairman of the board of Mannington Mills Inc., headquartered in Salem, N.J., and the Distinguished Business Alumnus Award to Anthony Galvin, ‘89, founder of UB Enterprises LLC and former Coach executive. It also commemorated the 25th anniversary of the RCB MBA program, with a presentation by MBA alumnus Ray Conlin, ’97, chief operating officer of McCollister’s Transportation Group Inc., headquartered in Burlington, N.J.

The event honored four faculty members (Dr. Tejinder Billing, Dr. Jennifer Nicholson, Dr. James Roh and Edward Schoen) and awarded scholarships to three students (Leigha Bannon, ’14, Teague Brody-Carney, ’14, and Rebekah Calverley, ’14).

During the reception and dinner, attendees rekindled old relationships and forged new ones, while also enjoying the speakers, said Dr. Robert Beatty, dean. “I think Tambor’s message resonated with the audience, and it was simple, ‘How are you living your life, and what are you doing to move your life forward?’” he said. “And really he’s saying: It’s up to you. Don’t let people tell you that you can’t achieve your dreams and goals. It’s up to you to have the resilience, have the dedication and have the confidence to move forward in your life. If you do that, you will be successful.”

ABOVE: Edward Warner and Linda Rohrer meet Emmy-nominated actor Jeffrey Tambor (right), who was featured as keynote speaker during the Rohrer College of Business gala.

BOTTOM: Gerald Shreiber (left), the 2012 recipient of the College’s Business Leader of the Year Award, presents this year’s award to Keith Campbell during the Rohrer College of Business gala.

MBA program marks its 25th anniversary

Fall 1988: George H.W. Bush was elected U.S. president, the median household income was $27,225 (current dollars) — and the Rohrer College of Business (RCB) was taking a momentous step.

During that time, Dr. Robert Lynch launched the College’s MBA program, becoming its first director, and he and Dr. Thomas Michael served as the program’s first faculty members.

In the quarter century since then, more than 500 people have earned MBA degrees from RCB, and the program continues to meet the changing needs of those seeking graduate business credentials.

“It started as a part-time program for working professionals in southern New Jersey. The MBA program has expanded and is now offered online. We also offer graduate certificate programs,” said James Jordan, MBA director. “We have a joint DO/MBA program with the Rowan University School of Osteopathic Medicine, and we offer our certificate courses at Cooper University Hospital in Camden, N.J.

The fact that the program has expanded beyond Glassboro and we’re embracing technology to offer the program online and oftentimes shows how this program has grown and evolved over time.”

A portion of this year’s RCB fall gala was dedicated to this important milestone, featuring a tribute video and a presentation by MBA alumnus Ray Conlin, ’97, chief operating officer of McCollister’s Transportation Group Inc., headquartered in Burlington, N.J. “We wanted to showcase one of our highly successful alumni and demonstrate how his career has developed during the last 15 to 20 years,” Jordan said.

The program continues to grow, with more than 160 students enrolled in RCB graduate programs.

Prospective students are attracted by the program’s low faculty-student ratios, seamless transition between online and campus-based courses, affordable tuition among schools accredited by the Association to Advance Collegiate Schools of Business (AACSB International) and growth of the University, Jordan said. In addition, they appreciate that courses are taught by faculty rather than teaching assistants.

RCB’s central location is also appealing. “We provide students with an option in South Jersey where they can earn an AACSB-accredited MBA,” Jordan said.
RCB welcomes new development director

Deborah Jewell hasn’t sat still since she started working at Rowan University this fall. Considering she’s the first development director for the Rohrer College of Business (RCB), that’s a good thing.

Jewell will establish community partnerships to benefit students; raise annual and major gifts for RCB; and secure funding for scholarships, programs and capital expansion.

She is happy to be at Rowan during a period of growth, including the planned construction of a new home for RCB. Jewell said, “This is an exciting time to be at RCB and Rowan University. There is such vision here, such an emphasis on expanding opportunities for our students and for South Jersey businesses.”

“We are pleased to welcome Debbie as an integral member of the University Advancement team,” said R.J. Tallarida Jr., associate vice president for University Advancement and executive director of the Rowan University Foundation. “As the Division of University Advancement works to promote and advance the mission of the University, the addition of college-based development officers, including Debbie, is having a positive impact on our fundraising program.”

Jewell will assist Dr. Robert Beatty, dean, in his initiatives to bring executives, entrepreneurs and other business leaders into the classroom.

Beatty looks forward to the College’s growth and Jewell’s assistance. He said, “Debbie plays a double role for us. She serves as a key advocate and relationship builder for our College, and she has the opportunity to tell our story, meet the people of South Jersey and the Delaware Valley, and find ways for us to partner with them for win-win situations.”