

THE BEST of MBS

RUTGERS MASTER OF BUSINESS & SCIENCE (MBS) DEGREE | 2023 YEAR IN REVIEW



A NOTE FROM THE DIRECTOR:

As the Executive Director of the Professional Science Master's (PSM) program, I am pleased to present the newsletter for the year 2023.

In 2023, we continued to expand our events, and we are so grateful for all who have joined us at our offices at Rutgers—New Brunswick and virtually. We strive to continually provide our students with cutting-edge education and experiential learning opportunities.

We have seen rapid growth within our program and introduced new team members, initiatives, and courses. In 2023, we invited three new faculty members to join us—Lori Dars, Dr. Jay Goldring, and Lars Sorensen. We also introduced the courses Basics of Artificial Intelligence and Machine Learning (as part of the Analytics concentration) and New Technologies in Personal Care Science (part of the Personal Care Science concentration). Read on to find out more!

This newsletter reflects on the events and highlights of 2023. Here's to another extraordinary year at MBS. Have a happy and healthy 2024!



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WHAT'S NEW IN 2023?

MBS is Growing!

Our 730+ enrolled students are taught by professional faculty with industry expertise. Our alumni network comprises 1270+ professionals across industries and geographic locations. To keep up with our growing number of students—and our mission to provide cutting-edge education—we've introduced new courses and other updates.

Basics of Artificial Intelligence and Machine Learning

Due to the recent explosion of artificial intelligence (AI) in the media and workplace, we created the brand-new course Special Topics: Basics of Artificial Intelligence/Machine Learning as a primer for those who do not have a technical background. This course teaches "AI for the rest of us."



New Technologies in Personal Care Science

This new Personal Care Science course delves into recent advancements in the personal care category with a focus on new technologies affecting the cosmetic industry. The course will focus on the five main topics of skincare, haircare, the microbiome, naturals, and the role of artificial intelligence in personal care.

LIFE OUTSIDE THE CLASSROOM: PROFESSOR BRAUN KIESS



Many MBS students know Prof. Braun Kiess as an instructor of the core MBS course Principles of Accounting and Finance. Students may not know that Prof. Kiess, a serial entrepreneur, co-founded Readington Brewery and Hop Farm. For more information, see our alumni page!

"I always try to bring in as much real-world perspective as possible because, at the end of the day, my goal in the course I teach is to give the students some toolsets to help them make better business decisions."

LIVE FROM THE INN

MBS PANELS, MIXERS, AND HAPPENINGS



Market Assessment and Analysis Guest Speakers

We provide our students the opportunity to learn from experts. Prof. Mark Burgess invited speakers to give guest lectures to students in his Market Assessment and Analysis for Business and Science course. Esteemed guests were from companies including Pfizer, Church & Dwight, Sherlock Bioscience, and more.

Networking Night with the HBA

We collaborated with the Healthcare Businesswomen's Association (HBA) to host a networking event. Our students mingled with members of the HBA Central NJ chapter over dinner at the Rutgers University Inn and Conference Center. "These events are great," said Juliet Hart, president of the HBA Central NJ Chapter. "We love them. Professionals come out to talk to students, talk to each other, and build connections. We've seen careers grow from here."

Special Lecture: Autonomous Vehicles – Legal and Ethical Lessons Learned from an AI Application

Hon. Ronald J. Hedges and Prof. Ronald J. Levine, Esq, gave MBS students a special lecture on autonomous vehicles and the legal and ethical lessons learned – lessons that can be applied to new innovations, including AI.

Careers in OTC Drugs: A Panel

Dr. Jay Goldring organized and moderated a panel featuring three long-time experts in the over-the-counter (OTC) drug industry. Each panelist shared their professional journey, insights and opportunities, and tips on succeeding in the industry.



GROWING PROFESSIONALLY



MBS Partners with WIAA for WIA Café

We partnered with the World Information Architecture Association (WIAA) to help Information Architecture advocates and practitioners learn from one another and network. With support from PSM, the WIAA hosted a series of virtual discussions about prominent issues in the information industry. These talks were part of the 30 webinars/panels Prof. Rupa Misra organized or hosted in 2023.

UXPA Winter Design Slam

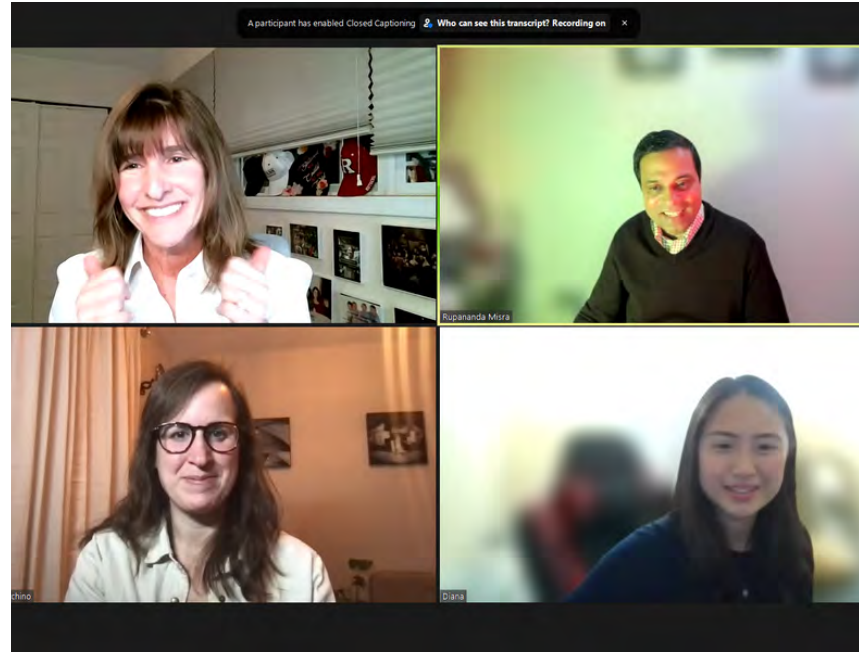
The User Experience Professionals Association New Jersey Chapter (UXPA/NJ) hosted its yearly design slam, sponsored by the PSM. This challenge provides an opportunity for professional networking, giving participants from all professional backgrounds a chance to put their design skills to the test to solve a real-world problem.

Virtual Fridays

MBS Assistant Director and Executive Coach Abbe Rosenthal hosted a series of virtual events for our students. Students mingled virtually from the comfort of their homes, learned about mindfulness and meditation, heard career advice from alumni, and more!

Work-On-Me Wednesdays

Rosenthal also invited our students to join her in person for a series of Work-On-Me-Wednesdays. Students received professional tips and guidance, including learning how to language the MBS degree and craft their personal pitches. We were even joined by Sarah Viner, Customer Success Manager at LinkedIn on the LinkedIn Learning team, who gave students tips on how to level up their LinkedIn profiles.



MBS TRAVELS

Capstone Retreat

We hosted our inaugural Capstone Retreat, which was offered to students in our Capstone course. Prof. Tom Bryant invited students to join him at the Inn for a weekend of lessons, team-building exercises, and a trip to a New Jersey monument to innovation.

Fundamentals of IP Visits USPTO

For 13 years, MBS students in our course Fundamentals of Intellectual Property have been visiting the United States Patent and Trademark Office in Alexandria, Virginia. This year, we finally returned to the office in person for a day of conversations with intellectual property professionals and a tour of the office (online students joined via Zoom).

IKEA Field Trip

Let's not forget Prof. Mark Burgess' night of experiential learning at IKEA. Students in his course Market Assessment and Analysis stepped into the role of a market consultant for the furniture giant after dining on IKEA's famous meatballs. Recently, IKEA Newark has also generously treated our students to dinner. Those not local to the NJ/NY area visited their local IKEAs. Many thanks to IKEA for hosting us!

NYSCC Suppliers' Day

MBS was at the NYSCC's Suppliers' Day! We traveled to the Javits Center in NYC for the premier industry event in North America. Dr. Beth Ann Murphy and Abbe Rosenthal represented MBS and hosted a meet and greet for MBS students and alumni.



STUDENT SUCCESS STORIES

FELLOWSHIPS, ACHIEVEMENTS, AND GROWTH

Expanding your Horizons: Professional Conferences

Conferences and summits can be valuable investments for professional development. These events offer a unique opportunity to learn from experts in your field, network with peers, and stay up to date with the latest trends and developments. MBS students [Dayani Stinson](#) and [Dylan Tan](#) each shared reflections after attending professional conferences.

MBS Externship Partners with NJBDA for Fellowships

The MBS Externship Exchange program [partnered with the New Jersey Big Data Alliance \(NJBDA\)](#) to provide students with hands-on experience solving problems using data science. The externship team, led by MBS student Ankit Sharma, used publicly available datasets to help HAX identify targets for investment. The project ended with a visit to HAX headquarters.



Internships: Empowering Students with Real-World Experience

In our [internship course](#), students gain academic credit and learn through experience. Abbe Rosenthal leads this course alongside a professional or research internship, providing professional development and leadership training. For MBS student Priscilla Costa, this internship led to a promotion from Clinical Sciences Specialist to Clinical Sciences Manager at her employer, Novartis.

Students Present to Canvas

For the course Design Innovation: Make and Market Anything, a group of MBS students enhanced the user experience for a feature of Canvas, the world's #1 learning management software. Prof. Mike Grandinetti realized the innovation to be so valuable that he brought their product [out of the classroom and in front of a team of senior product managers and designers](#) at Instructure's Canvas business unit.



OUR AMAZING ALUMNI

HELPING STUDENTS SUCCEED

IAB-Student Mingle

MBS Students and Industrial Advisory Board (IAB) Members came together to hear from keynote speaker Shawn Pelletier during our [IAB-student mixer](#). Our IAB comprises over 30 industry leaders, many of whom are MBS alumni, who use their expertise to help us shape our curriculum and keep our programming and initiatives cutting-edge. During this event, Pelletier used the allegory of an aperture to help attendees understand diversity. The 2024 IAB-student mixer will be held on [March 14th, 2024](#).

Flavors Panel

We invited four professionals with extensive experience in the [flavors industry](#) to answer questions from Prof. Paul Takhistov and MBS students. Students, both in-person and online, heard from [Steve Wolf](#) (Robertet Group), Zenta Hayes (Givaudan), [Catalina Monroy](#) (Colgate-Palmolive), and MBS alumni Patrick Riolo (Allen Flavors). As a geographic leader in the flavors industry, New Jersey was the prime location to host this event. It was a night of expert insight and professional networking.

Alumni Job Searching Panel

User Experience Design (UXD) and Product Design Coordinator Prof. Rupa Misra hosted a virtual panel to give students insight into the [job search process](#). UXD alumni Laura Gordon (Rutgers School of Arts and Sciences), Diana Fu (KPMG), and Angela Anecchino (Design Educator) answered questions about their personal career paths, skills needed in the industry, how AI may affect the field, and more.

ALUMNI BREWERY MIXER

[MBS alumni mingled](#) at the beautiful [Readington Brewery and Hop Farm](#), owned by Braun Kiess, instructor of the fundamental MBS business course Principles of Accounting and Finance. MBS alumni, staff, and faculty were treated to a tour of the facilities and connected over a delicious menu of different beers and beverages. We'll host another alumni gathering at the brewery this summer. Stay tuned for details!



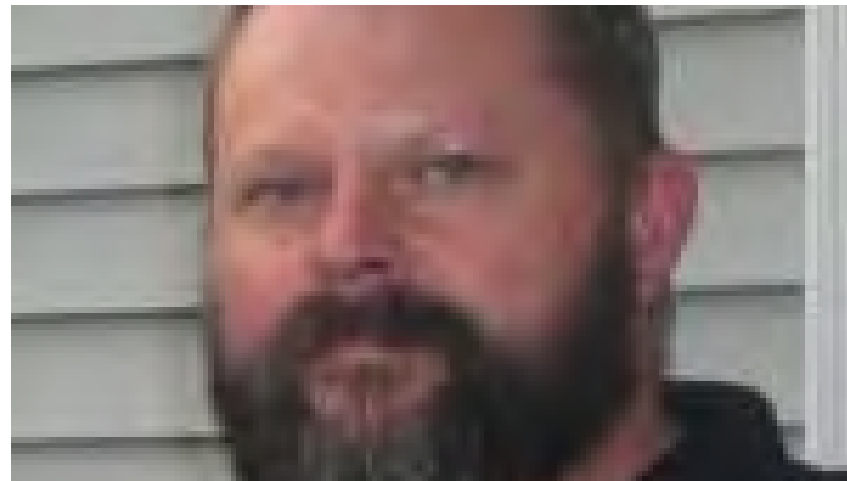
FACULTY NEWS

MBS Shares Insight at MEEN Conference

We were invited to share our knowledge at the Midwest Engineering Entrepreneurship Network (MEEN) Conference. Prof. Tom Bryant, instructor of our signature Capstone course, was joined by Dr. Beth Murphy and Suzanne Inhaber to present the keynote address and workshop “Teaching Ethics to Tech-ENTR Students.” They showcased their expertise in teaching both entrepreneurship and ethics, specifically in science-intensive enterprises.

New Team Members

We’re growing! To better serve our students, we welcomed new team members in 2023. Lars Sorensen joined us as an Assistant Teaching Professor. He will continue to maintain our Python course and improve our Cybersecurity curriculum. Dr. Jay Goldring joined us as an Assistant Professor of Professional Practice. Bringing 25 years of experience in quality, regulatory affairs, and safety roles in the pharmaceutical, cosmetic, food, and consumer product industries, he advises students in Food Science and Personal Care Science.



Professor Lindy Ryan Updates Textbook

Prof. Lindy Ryan, instructor of Business Intelligence with Visual Analytics, has released a new edition of her textbook. In it, Prof. Ryan draws from her research in visual analysis, data science, and data storytelling to provide readers with cutting-edge information on mastering visual analytics and visual data storytelling.

ALUMNI HIGHLIGHT



Laura Gordon graduated with a concentration in User Experience Design (UXD). She earned the MBS degree while working as a Joomla developer for the Rutgers School of Arts and Sciences.

“Take your time through the program. Enjoy it each step of the way and try to meet as many people as you can, even if you may not be comfortable with it.”

CAPSTONE & EXTERNSHIP

ANOTHER STELLAR YEAR OF EXPERIENTIAL LEARNING

Externship Exchange

The MBS Externship Exchange is a design-based experience where students solve real-world projects for partner organizations under the guidance of professors and external company mentors. Projects are in fields relating to our 25 concentrations within the Professional Science Master’s (PSM) program, along with the areas of business, finance, and marketing.

In 2023, some teams connected with their mentors for an in-person handoff of their final presentation. During the summer, a group of students completed an externship project benefitting a local business with a special connection to Rutgers—Kraus Farms in Somerset, NJ. The farm is run by Cathy Kraus (an RU alum) and Joel Kraus. Additionally, students on the Colgate-Palmolive teams traveled to the company’s office in Piscataway, New Jersey, to present their work. Congratulations, externs!



Science and Technology Management Capstone

Students in the PSM program end their journey by completing a Capstone. In this project-based course, students choose a science-derived intellectual property (IP) and develop a business plan to take this IP to market. Capstone serves as a reflection of the MBS degree, requiring students to use the science and business skills they have learned throughout the program. Students also learn how to commercialize successfully and manage the development of science-intensive enterprises.

In December 2023, we hosted presentations in a hybrid fashion. Students, judges, coaches, and MBS faculty could join instructor Tom Bryant at the Rutgers Inn and Conference Center or over Zoom.

CELEBRATIONS IN 2023

ANOTHER YEAR OF SUCCESS

MBS Spooky Movie Night

On October 30th, we hosted a spooky event: a scary movie night for all our horror fans! We turned the Inn into a makeshift movie theater for a showing of The Nun II. The night was complete with popcorn, pizza, snacks—and even our own scary nun!

An Unforgettable Graduation

On May 11th, we held a celebratory dinner to honor our graduates. Graduates—including some online students—gathered at The Rutgers Club to mingle with faculty, staff, and each other. Sir Henry, the Scarlet Knight, even joined! The following week, we held a virtual graduation for those who could not join us in person. Congrats, grads!

A Night to Remember! The MBS Holiday Party

Members of the MBS community joined us at the Inn for our annual holiday party! It was a night of seasonal celebration. Attendees wrote their wishes for 2024 on paper ornaments, which adorned the walls of the Inn. The party also spilled outdoors, where we had music and a heated tent. Later in the week, we held our online holiday celebration—complete with SnackBOXes to munch on through the night!



OUR STORY

Our program, the Rutgers Professional Science Master's (PSM) program, was established in 2010 to dually serve the needs of New Jersey's working, science-based professionals and support the STEM-based industries of the surrounding New York / New Jersey metropolitan area.

Our degree, the Rutgers Master of Business and Science (MBS) degree, is conferred by the graduate schools on all three Rutgers University campuses. Our goal, then and now, is to train the next generation of workforce leaders to assume key integrator roles in STEM-based, science-intensive industries—helping to fuel innovation, accelerate technological discoveries, and translate science-based research into practical applications and consumer offerings. Our interdisciplinary and dynamic curriculum integrates STEM-based academics with professionally-guided business instruction to educate professionals who can adeptly keep pace with rapid workforce changes by applying an expert blend of advanced scientific knowledge, sharp business skills, and the entrepreneurial skills, leadership abilities, and communication skills necessary for rapid career advancement.

[Read more about our program here.](#)

WANT TO LEARN MORE ABOUT THE MBS PROGRAM?

Visit us [online](#) or join one of our [informational webinars](#) to start your journey to the MBS degree!

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