

THE BEST of MBS

RUTGERS MASTER OF BUSINESS & SCIENCE (MBS) DEGREE | 2024 YEAR IN REVIEW



A NOTE FROM THE DIRECTOR:

Congratulations to all hard-working Master of Business and Science (MBS) students for another fantastic year! As the Executive Director of the Professional Science Master's (PSM) program, I am excited to share the 2024 newsletter with you.

2024 brought many exciting new changes to our program. But as always, we remain dedicated to equipping our students with state-of-the-art education and valuable experiential learning opportunities.

We continue to provide our students with both professional and social events while adapting our curriculum to meet emerging trends and new technologies. We introduced the courses Data Storytelling, Practical Cybersecurity, and Basics of AI.

Take a look back at the events and highlights of 2024 in this newsletter. Here's to another extraordinary year at MBS. Have a happy and healthy 2025!

Dr. Deborah Silver

Executive Director - Professional Science Master's Program



TABLE OF CONTENTS:

2 What's New in 2024?

3 Making Memories

4 Growing Professionally

5 MBS Travels

6 Student Success Stories

7 A Look Inside The Classroom

8 Celebrating Our Alumni

9 Capstone & Externship

10 Celebrations in 2024

11 Our Story

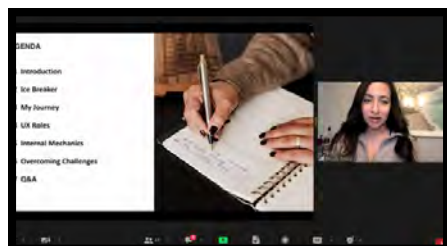
WHAT'S NEW IN 2024?

ANOTHER STELLAR YEAR OF INNOVATION

Expanding our Offerings

We strive to provide our students with cutting-edge education keeping up with industry trends to ensure they graduate workforce-ready. In 2024, we introduced three new courses:

- Data Storytelling
- Practical Cybersecurity
- Basics of AI



MBS Cafe Series

In April, we launched a new series of educational lectures called the MBS Café Speaker Series. Each installment features an expert in fields relating to MBS concentrations, including speakers from Deloitte, 3Sixty Pharma Solutions, Colgate-Palmolive, and more — some of whom are MBS alumni!



Fundamentals of Personal Care Science

Alumni and students in Personal Care: Do you know someone interested in learning more about the industry? Spread the science! We developed and launched a new course for the online course provider Coursera called "[Fundamentals of Personal Care Science](#)." In this course, hear from PSM Assistant Professor of Professional Practice Dr. Jay Goldring and other industry professionals to learn about the science and business behind cosmetic products.



DESIGN YOUR LIFE

We encourage students to chart individualized career and life paths. An MBS cornerstone since 2019, [DYL](#) teaches individuals how to apply design thinking to solve what Stanford refers to as "the wicked problem of designing your life and career."

MBS executive coaches guide students in identifying their ideal life and career and designing an individualized pathway to achieve this — an "Odyssey Map." This begins at the very start of the MBS journey during orientation.



MAKING MEMORIES

JOYFUL MOMENTS SHAPING BRIGHT FUTURES



Starting the MBS Journey: New Student Orientation

We welcomed new students to the MBS degree program for a night filled with activities and engagement. Students broke into groups, sharing who they are through "I Am..." statements before learning what MBS has to offer and working on their Odyssey plans.

Student-Alumni BBQ Mixer

We kicked off the fall semester with an afternoon of barbeque, delicious foods, and engaging conversations! Under clear blue skies, MBS students mingled with staff, faculty, and alumni. New students discussed their classes, current students expanded their networks, and alumni shared their post-graduation experiences.

Movie Nights at the Inn

This year, we hosted movie nights! We screened the popular movie *Spider-Man: Across the Spider-Verse* and held a special Halloween movie night featuring *Halloween*. Prof. Lars Sorensen also hosted two cyber-themed movie nights, showing *Zero Days* and *WarGames*.

Halloween Movie Night



Global Perspective on Successful Technology Transfer

Prof. DJ Nag welcomed Sukla Chandra, a well-known expert in the world of IP, to discuss IP strategy on a global scale with our Fundamentals of Intellectual Property class. Afterward, she joined Prof. Nag for a fireside chat about current events in the IP world and global IP dynamics.

Student/Alumni Barbeque



GROWING PROFESSIONALLY

HELPING STUDENTS SUCCEED



IAB Mixer

Virtual Fridays

Executive Coach Abbe Rosenthal hosted a series of professional workshops tailored to MBS students. After a new student welcome, she hosted workshops on how to optimize and improve your job search strategy.

Happy Hours

We've started hosting concentration-specific happy hours for our students, encouraging networking between alumni and students. In 2024, we hosted Personal Care Science and Sustainability happy hours—with more to come in 2025!

SOLAR ECLIPSE DAY

Did you see the total solar eclipse? On April 8, a total solar eclipse crossed over North America. Prof. Kathleen Cashman-Walter and Jack Levitt took their students outside to watch this historical event. This was the last total solar eclipse visible from the US until 2033!



The Scents of Success with Givaudan

Abbe Rosenthal invited industry leaders from Givaudan, a manufacturer of flavors, fragrances, and cosmetic ingredients. Each leader shared insight into the fragrance industry, their professional journey, and their favorite perfumes before mingling with attendees.

Student-IAB Mixer: An Evening to Remember

We invited members of our Industrial Advisory Board for a night of learning alongside MBS students, alumni, staff, and faculty. Prof. Kathleen Cashman-Walter invited memory expert Matt Goerke to discuss the benefits of good memory and how to train your mind.

Smart Algorithms, Smarter Drugs: HBA Mixer

We collaborated with the Healthcare Businesswomen's Association (HBA) to host a panel and networking event. We invited experts from the field of drug development to discuss their roles, the phases of drug development, and how AI is affecting the field.

IKEA Field Trip

In Prof. Mark Burgess' Market Assessment and Analysis for Business and Science class, students had the chance to step into the role of marketing consultants for an internationally recognized brand: IKEA. Students visited IKEA in Elizabeth, New Jersey for a night of iconic meatballs and experiential learning. Online students visited their local IKEAs. Check out Prof. Burgess' video of the evening.

NYSCC Supplier's Day

MBS was at the NYSCC Suppliers' Day! We traveled to the Javits Center in NYC for the premier industry event in North America. Some MBS students took part in the Future Chemists' Workshop, and Abbe Rosenthal and Alycia John hosted a meet-and-greet for current students and alumni to connect. This year, we also visited Supplier's Day events around the country to deepen our industry connections and interact with alumni around the nation—including SCC78 in Los Angeles!

A Visit to the USPTO

Students in the MBS course Fundamentals of Intellectual Property embarked on a class field trip to the United States Patent and Trademark Office (USPTO) in Alexandria, Virginia, a trip that's back to being in-person!

After a bus ride to the office, students were treated to a day of customized lectures from USPTO professionals, sharing valuable insight into IP, patents, and trademarks—including a fireside chat with RPX CEO Dan McCurdy.

Capstone Retreat

Students in our Capstone course joined us for a retreat! Students joined us for a day of workshops and team building. At night, we provided tickets for a Rutgers football game! On Saturday, students took a field trip to the Thomas Edison State Museum to visit this monument to innovation.

USPTO



Capstone Retreat 2024



ALUMNI HIGHLIGHT

Matthew Brennan graduated in 2017 with a concentration in Drug Discovery and Development. Brennan's interdisciplinary background has allowed him to pursue a multitude of opportunities, leading to success across different career paths.

"Particularly in the STEM fields, [the MBS degree] is a leg up and differentiator."



STUDENT SUCCESS STORIES

CELEBRATING ACHIEVEMENTS AND GROWTH



MBS Student Travels Abroad for Professional Journey

Perisa Azhir, a Drug Discovery and Development Concentration student and Senior Quality Control Chemist at BeiGene, took her professional journey across the globe. She traveled to the BeiGene location in Guangzhou, China, to study their manufacturing processes and protocols, and then to transfer these technologies to the new Hopewell, NJ, location.

Perisa Azhir - Guangzhou

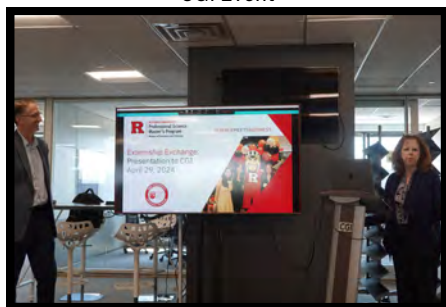


Externships: Learning through Real-World Experience

The Externship Exchange program partnered with the NJBDA and NJ Pathways to tackle one issue faced by many students: credit transfer between institutions. A team of externs worked on a project to improve data science curriculum alignment between two- and four-year institutions.

A group of externs also took on a puzzle from CGI, one of the largest IT and business consulting firms in the world, tackling data scarcity and bias. They visited the CGI office in New Brunswick, New Jersey to hand off the work of their semester-long project to their mentors.

CGI Event



A LOOK INSIDE THE CLASSROOM

EXPLORING DAILY HAPPENINGS



New Course in Data Storytelling

Prof. Lindy Ryan introduced a new course with a focus on data storytelling. Designed for students without a technical background, this course teaches Tableau at a higher level (zero coding) to build best-practice data visualizations and storytelling presentations that communicate data-driven insights using accessible, real-world data.

To support experiential learning in the classroom, Prof. Ryan also incorporates a fun way for students to practice their data visualization skills: Through the Makeover Monday Data challenge. Used in both Data Storytelling and Business Intelligence with Visual Analytics, this challenge encourages students to work with free, public-access datasets to uncover new stories within the data.

Mobile Application Development: From Concept to Market

Our course Mobile Application Development: From Concept to Market is a boot camp-style class that equips students with the skills needed to succeed in today's mobile-centric world. While the course typically encourages students to

come up with their own ideas for mobile applications, course instructor Brett Fielo invited industry stakeholders into the classroom to introduce recognized problems in their areas for a real-world perspective.

Looking Back at Basics of Artificial Intelligence and Machine Learning

In response to the growing prominence of artificial intelligence in the media and workplace, we launched the new course Basics of Artificial Intelligence/Machine Learning. This class was a hit, featuring hands-on workshops and guest lectures from industry experts. Visit our blog for a look back at the class.

Kathleen Cashman-Walter's Random Acts of Kindness

In our Principles of Communication and Leadership, Prof. Kathleen Cashman-Walter uses an unconventional assignment to teach leadership: Random acts of kindness. In this course, students participate in random acts of kindness and document the impact. To learn more about this classroom innovation, check out our article in Rutgers Today.

CELEBRATING OUR ALUMNI

AN EVENT TO REMEMBER



Alumni Brewery Mixer

MBS Alumni, faculty, and staff gathered at Readington Brewery and Hop Farm for the second summer in a row. On this beautiful summer evening, attendees enjoyed beer, food, and live music from MBS alumni Kevin Rupert. Prof. Braun Kiess, instructor of our course Principles of Accounting and Finance, owns and co-founded this brewery. Many thanks to Readington Brewery for hosting us!

Returning to Share Expertise

Our alumni span geographic locations and industries, and they frequently look for ways to give back to the PSM program. In 2024, we had a number of alumni return to give guest lectures and participate in panels to share expertise.



expertise with current students, including Courtney Harris (Colgate-Palmolive), Nicole Errico (Deloitte), Andrew Braverman (Pure Storage), Supreet Kaur (Microsoft), and more.

Connecting with Current Students

In addition to our formal alumni-student mentoring program, we offer many opportunities for our alumni and current students to connect. We held our invited alumni to our fall barbeque, concentration-specific happy hours, and a virtual sip-and-share.



CAPSTONE & EXTERNSHIP

APPLYING ACQUIRED SKILLS IN REAL-WORLD SETTINGS

Externship Exchange

The MBS Externship Exchange Program offers students an interdisciplinary learning experience. Externships are open to all Rutgers students, and externs gain hands-on problem-solving experience. In teams, externs work remotely under the mentorship and guidance of a professor and external company mentor and present their findings during a round of Lightning Talks. This year, we also expressed our appreciation for our wonderful Externship mentors and corporate partners by inviting them to dinner at the Zimmerli Art Museum in New Brunswick, New Jersey.

Externship Appreciation Dinner



Capstone

In lieu of a traditional thesis, all MBS students finish their academic journey by taking the MBS course Science and Technology Management Capstone. In this course, students practice commercializing science-intensive intellectual properties. Over the course of the semester, students work in teams to develop a business plan to take this IP to market. This course gives MBS students the tools to be competent professionals capable of starting enterprises or commercializing interesting innovations. In 2024, we hosted Capstone presentations in a hybrid style. Students and judges joined Dr. Bryant over Zoom or in person at the Rutgers Inn and Conference Center. Dr. Bryant also hosted a trail cleanup outside of the Inn.

Capstone Presentations 2024



ALUMNI HIGHLIGHT

Tatiana Luts graduated in 2023 with a concentration in Personal Care Science. Currently, she serves as Principal Scientist at Kenvue (formerly known as Johnson & Johnson Consumer).

"The MBS program was truly a game-changer for me. I joined the program after a career break to take care of my family, and it turned out to be a remarkable experience...Beyond teaching me essential business and science skills, it became a journey of self-discovery and growth. Through the program, I gained a clear understanding of the kind of person I aspire to be and the career I want to pursue."



CELEBRATIONS IN 2024

ANNUAL FESTIVITIES, LASTING MEMORIES

MBS Halloween Celebration

On October 31st, we invited students to our office for lunch—costumes were welcome! We filled room 221A with spooky decorations and handed out goodie bags filled with treats. It was a memorable afternoon, bringing together the MBS community in celebration!

Congrats, Grads!

On May 9th, we were thrilled to invite our graduates to celebrate with us at the Rutgers Inn and Conference Center. MBS graduates, faculty, and staff mingled during an outdoor reception and buffet dinner. PSM Executive Director Dr. Deborah Silver addressed graduates, emphasizing the importance of lifelong learning, professional networking, and the unwavering support of family.

Holiday Celebration 2024



Halloween Celebration 2024

A Night to Remember! The MBS Holiday Party

We ended the year with a celebration! Members of the MBS community joined us at the Inn for our annual holiday party. There was music, delicious food, and great conversation. But the fun didn't stop there. We also held an online celebration for those who could not join us in person. MBS students, alumni, staff, and faculty joined for a virtual game show with a live host, competing in teams to answer fun trivia and solve puzzles.

Graduation Celebration 2024



OUR STORY

WHERE SCIENCE MEETS BUSINESS

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

The goal of the Master of Business and Science degree is to train the next generation of individuals to assume key integrator and leadership roles in science-intensive industries and to help translate research into commercialization to fuel innovation and economic growth. [Read more about our Program here.](#)



**WANT TO LEARN
MORE ABOUT THE
MBS PROGRAM?**

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Professional Science Master's Program

Rutgers, The State University of New Jersey
118 Frelinghuysen Rd, SERC Building,
Piscataway, NJ 08854
Main Office: (848) 445-5117
Admissions: (848) 445-9292

