

THE BEST of MBS

RUTGERS MASTER OF BUSINESS & SCIENCE (MBS) DEGREE | 2022 YEAR IN REVIEW

Science Meets Business



A NOTE FROM THE DIRECTOR:

Congratulations to all hard-working Master of Business and Science (MBS) students for another stellar year! The Professional Science Master's program (PSM) continues to grow and thrive as we strive to provide students with cutting-edge education and experiential learning opportunities. As one of Rutgers University's largest master's programs, we have strong alumni engagement, numerous industry partnerships, and robust program enrichment.

2022 was a year of change, excitement, and growth. We expanded our in-person events, allowing MBS students, staff, faculty, and alumni to connect. We plan to continue holding these live events, helping students build strong relationships and networks.

As part of our mission to prepare students for the 21st-century workforce, we launched our new Product Design concentration in fall 2022, coordinated by Professor Rupa Misra, Ed.D. We are pleased to announce a successful first semester!

This newsletter details events and highlights of 2022, showcasing our program's strengths and our amazing community. Here's to another year of success, innovation, and resilience. Have a happy and healthy 2023!



Dr. Deborah Silver
Executive Director, Professional Science Master's Program

TABLE OF CONTENTS:

2 Preparing Learners	4 Amazing Alumni	8 Faculty Achievement
3 Experiential Learning	5 Above and Beyond	9 Advice from the Experts
	6 Congrats, Grads!	10 Last But Not Least
	7 Live from MBS	11 Our Story

PREPARING LEARNERS

FOR THE 21ST CENTURY WORKFORCE

Why choose a Master of Business and Science (MBS) degree? Our degree offers an academically rigorous, job-focused education. We are committed to helping students chart their paths and continually finding new ways to prepare for the 21st-century workforce.

Executive Coaching

We help students plan for success. [Executive coaches](#) provide one-on-one coaching and specialized workshops, using the “[Designing Your Life \(DYL\)](#)” framework to help students become—and remain—innovators and leaders.

Professional Education

Knowing that our students must remain lifelong learners to excel in the workforce, we offer certificate programs and professional courses. These allow students to [upskill](#). Read more about [our options](#).

Skills-based curricula

We offer a professionally guided curriculum shaped by our [Industrial Advisory Board](#), which is composed of STEM-based business leaders from a variety of industries. Our skills-based



instruction is designed to prepare learners for a dynamic workforce. To learn more about how to best utilize our courses, check out our spring 2023 course report.

Career-focused Workshops

We host career-focused workshops for students, giving them the tools to succeed in the professional world. In 2022, we covered topics such as business-writing skills, how to leverage LinkedIn, and more. We also hosted panels and lectures with industry experts to discuss current events and topics. Our Virtual Friday series returned with the installments “Alumni Career Panel,” “Mindfulness Session,” and “Lead with your Destination.”

DESIGNING 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.



EXPERIENTIAL LEARNING AND NETWORKING

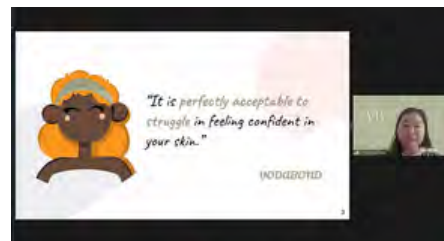
THE FOUNDATIONS OF AN MBS EDUCATION



Building a Professional Network The first opportunity for students to professionally network is our course **Communication & Leadership**. Led by MBS executive coach [Kathleen Cashman](#), this course allows students to interview leaders in their field. In 2022, we provided many opportunities for students to grow their networks, including several in-person meet and greets.

Science & Technology Management Capstone

MBS students finished their degrees by completing a Capstone. In this project-based course, students brought together their scientific knowledge and business skills to identify a patented technology, determine a novel use, and create comprehensive concept-to-market business plans. They presented to industry experts during semester-end “Venture Forum” presentations. Fall 2022 presentations were held on December 15th.



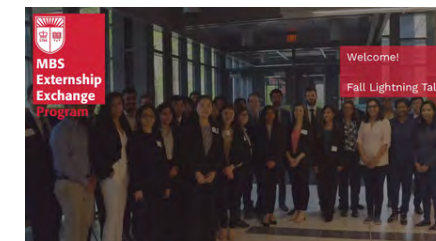
MBS students share their capstone presentations

Internship Program

The fantastic [MBS Internship Program](#), led by MBS executive coach [Abbe Rosenthal](#), allowed students to work with top companies. Students completed a professional or research internship by leveraging what they learned in the classroom. Internships culminated in presentations to MBS students, faculty, staff, mentors, and other industry professionals.

Externship Exchange Program

The [MBS Externship Exchange](#) is a design-based experience where students worked on industry-sponsored projects. Externs applied classroom knowledge to solve real-world problems, working under industry mentors. In 2022, lightning talks were held on April 26th and May 3rd (spring semester), August 9th (summer semester), and December 6th and 13th (fall semester). Read more about these talks on our blog.



Students present their Externship Exchange Program lightning talks

AMAZING ALUMNI

HELPING STUDENTS SUCCEED

Our program has an engaged alumni network spanning industries, functions, professional levels, and geographic locations. Alumni continue to give back to MBS and connect with current students. In 2022, Alumni became involved in our orientation for new students, providing insight on courses and sharing their own MBS journeys.

Mentoring Current Students

The MBS alumni group is a vital resource for current students. Through the [alumni-student mentoring program](#), students connected one-on-one with alumni members to discuss topics ranging from MBS-specific advice to career questions. We introduced new software to improve matching between students and mentors.

Alumni Advice

As part of our Virtual Friday series, executive coach [Abbe Rosenthal](#) hosted MBS alumni to answer questions from current students. These panelists, of all different concentrations and professional backgrounds, provided advice on overcoming a fear of presenting, keeping professional connections alive, marketing the MBS degree, and more.

FROM STUDENT TO ALUMNI MENTOR

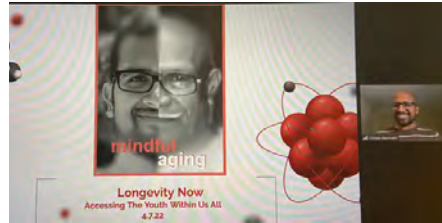
Courtney Harris, MBS'21, was captivated by our [Personal Care Science](#) concentration. Harris served as an extern mentor through her company Colgate-Palmolive, where she works in personal care implementation and support. She also spoke as a panelist for Abbe Rosenthal's alumni advice panel. To hear more from Harris, look for her spotlight on our blog.

"It's fun, it's fulfilling, and it's something that will help you stand out within your career."



Sharing Insight

Alumni returned to lecture on topics such as industry tools and portfolio tips. They also served as panelists for topics relating to their industry, as was the case when Nicole Errico, MBS'21, who spoke alongside other industry professionals about the social responsibility of UX and product designers. We also welcomed Biotech & Genomics alumnus Girish Harinath to share his findings on ways to slow down the aging process.



Girish Harinath presenting "Longevity Now: Accessing the Youth Within us All"

Connect with us!

If you are an alumni and would like to remain engaged with MBS, please [connect with us on LinkedIn](#). We are always seeking alumni participation.

Stay tuned for an in-person alumni event in spring 2023!

ABOVE AND BEYOND

STUDENT FELLOWSHIPS, ACHIEVEMENTS, AND SCHOLARSHIPS

An Emerald Evening On December 7th, [The New York Society of Cosmetic Chemists \(NYSCC\)](#) honored students at the annual NYSCC Supports Education Night 2022. Multiple MBS students received scholarships. The NYSCC, the premier association for the cosmetics and personal care sector in the New York tristate area, and Rutgers MBS share the mission to advance the "science" of cosmetic science and to provide educational and networking opportunities for this community.



Deborah Silver and Beth Ann Murphy celebrate with students at the NYSCC Educational Awards Night

UXPA/NJ Design Slam

In February, MBS students took part in the UXPA/NJ Design Slam. Hosted by Josephine Giaimo of [User Experience Professionals Association \(UXPA\)](#) / New Jersey Chapter and sponsored by MBS, participants were grouped randomly and given sixty minutes to solve a non-hypothetical design challenge. Four MBS students were on the two teams which tied for first place.



MBS Student Makes a Difference

In fall, MBS first-year student Ankit Sharma was awarded a fellowship from Collaborative Solutions LLC. A student studying [Analytics: Discovery, Informatics & Data Sciences](#) with a pathway in artificial intelligence, Sharma pinpointed

hotspots for child trafficking in Texas. Sharma was recommended for this fellowship by his externship mentor after completing a similar project as part of an externship.

ALUMNI HIGHLIGHT

Diana Fu graduated from MBS in 2022 with a concentration in [User Experience Design](#). As an alumni, she continues to remain involved in MBS, having hosted the webinar "From Building a Portfolio to Virtual Networking with UX Professionals." Fu currently works as a UX/UI Designer at KPMG US. "Working alongside the most prominent professors, classmates, mentors and even alumni was a key highlight to exposure and networking in a mass pool of support and work opportunities," said Fu.



CONGRATS, GRADS!

ANOTHER STELLAR YEAR



Under Gorgeous Skies MBS was ecstatic to host our first in-person graduation dinner since 2019. MBS graduates, faculty, and staff exchanged handshakes over hors d'oeuvres and dinner. PSM Executive Director Deborah Silver spoke about building resilience during a time of disruption, congratulating students for earning “a master’s degree in resilience.”

Is our program in-person or online? It’s the best of both worlds! We create a cohesive environment for our online and in-person/hybrid students, always providing events for both options. Our students come from all over—including New Jersey. We welcome online students to our in-person events (if they can stand the New Jersey traffic) and vice-versa.



Deborah Silver addresses students



Staff, students, and faculty gather for graduation dinner

A Virtual Celebration

MBS also hosted a virtual graduation ceremony for those who could not be here in person. Degrees were conferred over Zoom, and each student had their moment on camera. The event was followed by a new tradition: an “after party” in [Gather.town](#). Gather combines video chatting with video game mechanics and a virtual environment, offering a look into the metaverse.



LIVE FROM MBS

OUR EVENTS AND HAPPENINGS



Halloween Drop-by Finally, we invited students to visit our office in-person at the SERC building for some Halloween fun. We saw extraordinary costumes, and executive coach [Abbe Rosenthal](#) led an exercise that allowed students to mingle and discover their personal leadership style. Costumed or not, everyone went home with some holiday treats. A huge success, we plan to continue offering in-person events in 2023.

Mindfulness Session

Just in time for midterms, MBS hosted a Virtual Friday mindfulness session. Led by a trained yoga and mindfulness specialist, students were taken through breathing exercises and given tips on how to incorporate mindfulness into their everyday lives.

MBS Meet and Greet

On the first day of spring break 2022, MBS hosted an outdoor, in-person meet and greet! We welcomed students, staff, and faculty, some of whom were meeting in person for the very first time. After some time to mix and mingle, we held a Q&A with professors and faculty regarding challenges — and opportunities — the

pandemic presented. The next night, we also held an Industrial Advisory Board (IAB) Networking Event!

IKEA Field Trip

An MBS tradition continued in fall 2022 as [Mark Burgess](#) brought students in his Market Assessment and Analysis course on an extraordinary field trip—to IKEA. There is no better way to learn about experiential marketing than to experience it firsthand. After dining on some famous meatballs, students acted as “consultants” and examined the store’s marketing techniques to critique in their final projects. **A huge thank you to IKEA for allowing us to visit and providing a complimentary meal!**



Students exploring IKEA

COMING SOON: WORKSHOP IN DRUG DISCOVERY

FACULTY ACHIEVEMENT



Supreme Supporter: MBS's Abbe Rosenthal Honored with SGS Excellence Award

MBS executive coach [Abbe Rosenthal](#) was honored with the [Rutgers School of Graduate Studies \(SGS\) Excellence in Student Support Award](#). Rosenthal is well-deserving of this award, as she has most likely impacted every MBS student and alumni. She established the MBS Alumni Group and [MBS Alumni-Student Mentoring Program](#), and she serves as program advisor for the [MBS Externship Exchange](#). She also shaped MBS's [Designing Your Life](#) component, a cornerstone of PSM education. This is just the tip of the iceberg—read more on our blog.

Golden Recognition

PSM Executive Director [Deborah Silver](#) was recognized as a [Golden Core Member](#) by the [Institute of Electrical and Electronics Engineers \(IEEE\) Computer Society](#), where she is a member of the 2021-2023 Board of Governors. She has



Beth Ann Murphy Honored via Rutgers Leadership Academy

On May 4, 2022, [Beth Ann Murphy](#) graduated from the highly selective [Rutgers Leadership Academy \(RLA\)](#). Dr. Murphy, assistant professor of professional practice and MBS Life Sciences concentration coordinator, has revamped our foundational ethics class, established a virtual personal care science chemistry lab in the very early days of COVID-19, and co-created and coordinated the program's first-ever personal care science symposium. For her RLA capstone, she selected the project 'New Brunswick Non-Tenure Track Faculty Professional Leadership Development Benchmarking.'

played a vital role in enriching and expanding the IEEE visualization community since 1990. The IEEE is the largest technical professional organization in the world.

ADVICE FROM THE EXPERTS

Guest Lectures

As part of our mission to provide students with skills-based instruction, we seek insight from industry professionals. Students in Introduction to Product Design, Market Assessment and Analysis, and Fundamentals of Intellectual Property were treated to guest lectures from seasoned professionals sharing their experiences and advice.

Careers in Cosmetic Chemistry

Sponsored by the [New York Society of Cosmetic Chemists \(NYSCC\)](#), PSM hosted a panel discussion about topics in the cosmetic industry. Esteemed speakers lectured on subjects such as creating products for different regional markets, areas that have opportunities for innovation, sustainability in the cosmetic industry, and more. In the personal care industry, where business drives innovation, the fields of science and business are deeply intertwined.

Lead with your Destination

As part of our Virtual Friday series, MBS executive coach [Abbe Rosenthal](#) hosted a talk advising students on how to pitch themselves. The answer? To "lead with your destination."



Reena Sikand, Senior TechAdvance Fellow

Tech Transfer Fellowship

Five MBS students were awarded [Tech Transfer Fellowships](#) from [Innovation Ventures](#). These students are learning about intellectual property (IP) through first-hand experience, working under licensing managers to commercialize the research of Rutgers inventors. "I am delighted to see that the number of MBS students who are inspired to pursue opportunities involving Intellectual Property, such as the Technology Transfer Fellowship, continues to increase," said Ryan Escolin, MBS'15, Licensing Manager at Innovation Ventures. Escolin co-instructs the MBS course Fundamentals of IP, which some students said led to their interest in the fellowship. Read more on our blog.

THE SOCIAL RESPONSIBILITY OF UX AND PRODUCT DESIGNERS

Professor [Rupa Misra](#), Ed.D., coordinator of the MBS [Product Design](#) and [User Experience Design](#) concentrations, hosted four esteemed panelists to examine a nuanced topic: the social responsibility of UX designers and product designers. Each panelist examined these questions using their own industry experience and expertise. Topics included the influence of products, product lifecycles, and industry skills.

Our panelists:

- **Tobias Komishke**, Ph.D., UX Fellow at Infragistics
- **Joe Natoli**, Independent UX Consultant, Speaker and Author at Give Good UX
- **Josh Lamar**, CEO/CO-Founder at Amplinate
- **Nicole Errico**, MBS'21, Senior Designer at Deloitte

LAST, BUT NOT LEAST

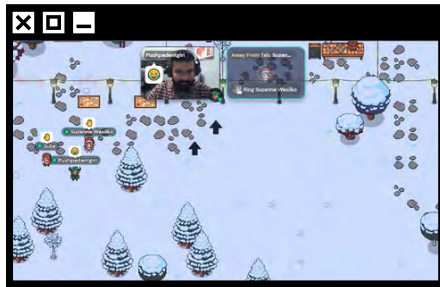
CELEBRATING A YEAR OF SUCCESS

MBS at The Rutgers Club
Just as students were wrapping up finals, the MBS Holiday Mingle returned full force. Students, alumni, faculty, and staff mingled at The Rutgers Club on December 19th to celebrate the end of a great semester. It was a night to remember—excellent food, live music, personal connections, and a thrilling raffle of holiday gifts. We hope to offer more opportunities for in-person connection in the coming semester.

MBS Virtual Holiday Celebration
For those who could not make it to the in-person holiday party, we also hosted a virtual celebration on Gather.town the following night. Players entered a snowy landscape, passing faculty, staff, and students conversing. They could visit a cozy lodge to join multiplayer games and transverse through a portal to enter the escape room. The night brought teamwork, collaboration, innovation, problem-solving, and plain old fun!



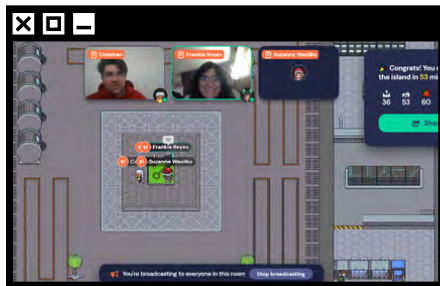
PSM Executive Director Dr. Deborah Silver addresses students



PSM staff, students, and faculty gather virtually to explore a snowy landscape



Students, staff, faculty and alumni enjoying dinner at The Rutgers Club!



A look inside the Gather.town escape room

OUR STORY

WHERE SCIENCE MEETS BUSINESS

Our program, 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, 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.



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!

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

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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

