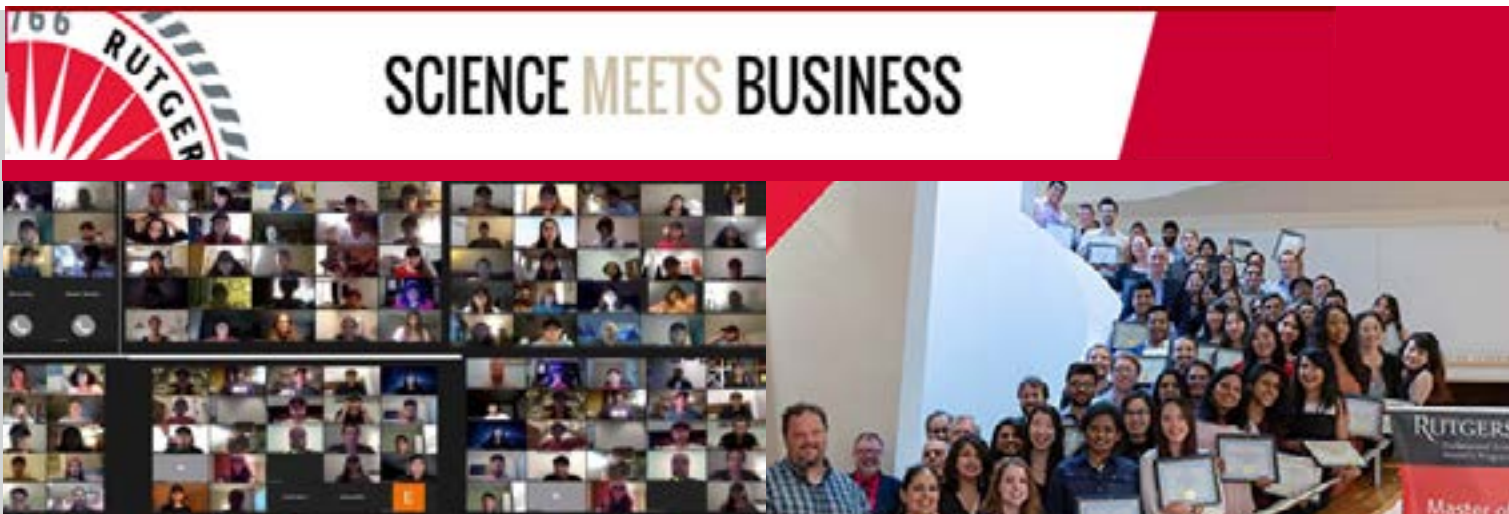


The Professional Science Master's Program  
Newsletter 2020: A Year in Review



## Rutgers MBS Program: Ever-Evolving, Ever-Growing, and Thriving at Year 10

*Dr. Deborah Silver, MBS Executive Director*



### 2020: AN UNFORGETTABLE YEAR

At the end of last year, all of us at MBS had big plans for 2020. It was, after all, the start of a new decade as well as the tenth anniversary of our program. We had expanded our number of course offerings, secured a fantastic lineup of guest speakers and events for the spring, and, by the end of 2019, we were eager to ring in a new year.

Barely two months later, COVID-19 had upended nearly all aspects of daily life for citizens around the globe.

MBS's own students departed for Spring Break on March 13, 2020, and returned ten days later to an entirely new, universitywide, 100-percent-remote educational model.

Thankfully, this abrupt shift to online learning did not impact educational

continuity for our students whatsoever. All instruction, advising, and experiential learning continued as planned, due very much in part to the fact that for several years, MBS had already been offering many courses online and/or in hybrid format due to the growing number of working professionals seeking to advance their careers through an MBS degree.

Throughout COVID-19, Rutgers Professional Science Master's Program has continued to grow and thrive, and, in August 2020, we welcomed our largest incoming class ever.

This newsletter is a retrospective compilation of highlights from 2020— both pre- and post-COVID-19—and a celebration of our program's excellence, expansion, and endurance. It is also a tribute to the ingenuity, grit, and resilience of our faculty, staff, and—most of all—our students.

If someone had told me on March 14, 2020, that I'd be conducting a virtual graduation ceremony just two months later—with all graduates, faculty, and speakers participating remotely—I would not have believed it.

Yet that's exactly what happened on May 14, 2020, with a ceremony that was both meaningful and palpably joyous for both

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our graduates and our 600-member virtual audience.

For as challenging as 2020 was, it did, in reality, also provide its own form of experiential learning, because navigating the impact of COVID-19 forced us to think quickly, pivot adroitly, and use creativity and out-of-the-box thinking on a near-daily basis—the very abilities we require students to hone and/or sharpen throughout their MBS journey.

Almost everyone I know was looking forward to 2020 just being over. However, in reflecting on the many program accomplishments of the past year, I'm so proud of how far we have come—over our milestone decade, of course, but especially within the last ten months. I'm looking more forward than ever to 2021—I'm excited to see what new strides our program will make, and what amazing things our students will do at MBS and beyond. **\*\*\*Happy 2021!\*\*\***

# Experiential Learning

## A Vault of Ingenuity: Exploring the USPTO



The United States Patent and Trademark Office (USPTO), headquartered in Alexandria, Virginia, is located in the impressive-looking Madison Building, pictured above.

Each summer for the past eight years, students from [MBS's Fundamentals of Intellectual Property](#) class have taken an early-morning bus trip to Alexandria, Virginia, to visit the [United States Patent and Trademark Office \(USPTO\)](#).

This year's trip was different in that (like most events), it was conducted virtually. [Narayan Escolin MBS'15](#), who first took the trip as a student in 2014 and now coordinates the annual event, said that the virtual event was just as educational and interesting and perhaps even more engaging than it had been in years past. Students enjoyed the same rare opportunity to interact with USPTO staff and learn about critical roles and responsibilities within the organization. Moreover, says Escolin, "I think the learning and student / speaker engagement may actually have been deeper—especially during Q&A sessions. It's sometimes easier to type your full question into a chatbox,"

he explains, "than it is to sit in an audience, raise your hand, hope to be called on, and then maybe not ask your full question."

Students learned the USPTO's history and evolution as well as how the USPTO now functions day to day. Surprisingly, the USPTO has operated with a remote workforce for several years, with most employees and notable speakers making trips into the office only periodically or for special events. The USPTO also claims to have instituted the very first "work from home policy" with [Clara Barton](#), who, years before founding the Red Cross, worked as a USPTO patent clerk. Her male counterparts, unhappy about Barton's work status and equal pay, were unfriendly—to put it mildly. Barton's superiors, wanting to retain her talent, suggested she work from home, dropping off and picking up new assignments each week. In short, "The trip was a great success," says Escolin. "And with no long bus ride this time."

## MBS Capstone Presentations

Through the [MBS Capstone program](#), students hone their entrepreneurial skills while learning the fundamentals of innovation commercialization, intrapreneurship, and intellectual property, and also cultivating the skills necessary to manage new product development either in a startup venture or larger, corporation-based enterprise. Paired into multidisciplinary teams, students research patented technology, identify ideal product use(s) for this technology, and then develop business and marketing plans start to finish, mapping out a "concept-to-market" journey—an exercise that enables students to enrich and apply their knowledge of marketing, finance, technology, supply-chain management, and business operations.

Projects culminate with teams making 10-minute presentations to "prospective inventors"—the project judges. Each team is evaluated for innovation, supportive research, and overall business presentation. The winning team receives a "Monopoly-money" investment of \$100,000. Judges/investors have included executives from Chubb, PepsiCo, Saatchi & Saatchi Wellness, and Revlon. The spring 2020 presentations took place (virtually) on Tuesday, May 5, and Wednesday 6, and the fall 2020 presentations took place on Monday, December 14, and Tuesday, December 15, respectively.

## The MBS Internships Program

Through the [MBS Graduate Internships Program](#), students have the opportunity to work with some of the nation's top employers, and more than 80 percent of those internships are ultimately converted into a continued internship or full-time or part-time employment.

Led by [Professor Kathleen Cashman](#), internships are offered during the fall, spring, and summer semesters and can be based on any MBS concentration. At the conclusion of each session, interns share their experiences in formal presentations made to fellow MBS students, faculty, company supervisors, and mentors—discussing the skills, experience, personal growth and professional development they cultivated throughout their internship experiences.

For more information about the MBS Internships Program, [click here](#).



# Experiential Learning

## The MBS Externship Exchange

The [MBS Externship Exchange program](#) pairs students with corporate-sponsored small projects, allowing externs to gain valuable work experience while enabling participating employers to evaluate the potential impact of their company's project through the externs' research and proposed solutions.

Under the direction of [Dr. Christie Nelson](#), Externship Director, each project is mentored by both an industry expert and an MBS academic advisor. In addition to Nelson, 2020 advisors included Karen Bemis, Ph.D., Externship Exchange Assistant Director, Rupa Misra, Ed.D., Abbe Rosenthal, MA, PCC, and Lori Dars, MBA, Associate Director, Economic Development and Innovation for Rutgers University. Externs have worked on projects for companies including NJ TRANSIT, BMI, Citi Ventures, L'Oréal, Colgate-Palmolive, and Nielsen. [The Externship Exchange Fall 2020 poster presentations](#) took place on [Tuesday, December 8, 2020](#) (a sample poster is below).



In all, the work and ideas of more than 300 externs have resulted in viable business solutions for companies including Janssen, Bayer, and startups such as New Age Drinks; some findings have been incorporated into national initiatives, such as a [2018 project with the New Jersey State Police to analyze ballistics data](#), which yielded information that now is part of the Bureau of Alcohol, Tobacco, Firearms, and Explosives [\(ATF\) national training program](#).

## Growing in 2020: New Externship Exchange Initiatives

### Expanding Undergraduate Participation

In 2018, the MBS Externship Exchange team forged a partnership with [Rutgers Honors College](#), the students of which have since added great dimension to the projects on which they've worked. This year, externship advisors further expanded opportunities for undergraduate participants through partnerships with [Rutgers School of Engineering](#), the [Rutgers School of Engineering Honors Academy](#), the [Louis Stokes Alliance for Minority Participation \(LSAMP\)](#), and also the [New Jersey Big Data Alliance \(NJBDA\)](#)—a consortium of 17 institutions of higher learning across the Garden State.

### New for 2020: Leadership Labs

Many students join the [Externship Exchange](#) to broaden and [diversify their professional experience](#), and, as the program has expanded, so has the level of dedicated professionalism mentoring and training. Weekly "Leadership Labs" offer detailed discussions and coaching for issues including team-building, conducting research, peer-to-peer networking, and—closer to the semester's conclusion—how to present a successful poster pitch. The labs, conducted by MBS advisors, offer new ways to view the meaning of concepts like "teamwork." Advisor [Abbe Rosenthal](#) used the movie "[The Wizard of Oz](#)" as a novel way to identify and discuss the benefits and challenges of teamwork—the actual mechanics of team building and how individuals from different backgrounds can ultimately come together to work as a team focused on a common goal.

## Introduction to User Experience Design (UXD)

According to Dr. Rupananda Misra, Professor and program coordinator of [MBS's User Experience Design \(UXD\) Concentration](#), UXD is no longer a "bonus" skill. In today's digital world, he says, possessing a basic understanding of UXD methods and how to create and implement user-friendly designs and interfaces is knowledge is a skill that that everyone should possess in order to enhance their skill sets, regardless of their industries.

MBS's "[Intro to UXD](#)" class trains students in easily-learned foundational skills that are necessary to design and develop engaging, easy, and accessible user interfaces, including web sites and mobile apps.

Through this course, students will learn up-to-date methods and best practices involved in gathering user information to create and design interfaces, prototyping, and evaluate a wide range of interactive media.

Students begin their educational journey with intensive immersion course, which culminates with all students designing their own interfaces.

[Read about the entire process here.](#)

Below is a sample of actual apps developed during the course.



# MBS Events: Innovation for Celebration, and an Amazing Graduation

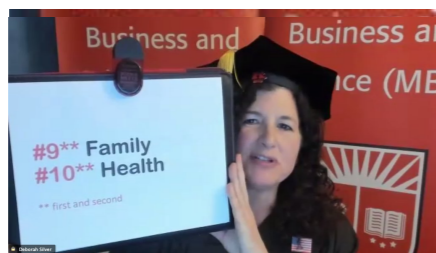


*Congratulations  
to Our  
MBS Graduates!*

## A Fantastic Graduation Celebration

This year's [MBS graduation ceremony](#) was unlike any other! Nearly 600 guests tuned in to the virtual event, held on May 14, 2020, to watch a ceremony that was buzzing with excitement, energy, and a musical soundtrack of Rutgers' greatest hits!

These graduates crossed the finish line of their MBS education with special honor, celebrated not only for the great achievement of attaining their MBS degree but for the tenacity and grit they displayed while doing so--surmounting multiple obstacles in light of COVID-19 while at the same time completing intense courses such as capstone and navigating their home lives, work lives, and responsibilities outside of school! They completed the spring semester with grace, determination, and aplomb. In addition to the below pictures, we've included a [link to the MBS padlet](#), with many [celebratory messages](#).

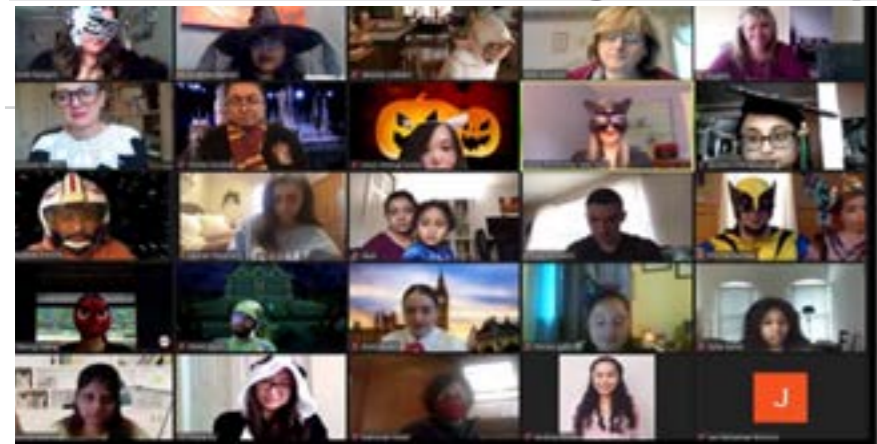


MBS program founder and Executive Director, Dr. Deborah Silver, proudly honors this year's graduates in a speech that included ten tips for finding happiness and success in both careers and in life.



Professor Kathleen Cashman, evening emcee, moderated the event with her signature good humor and sharp wit while also imparting some inspirational wisdom to graduates and audience members alike.

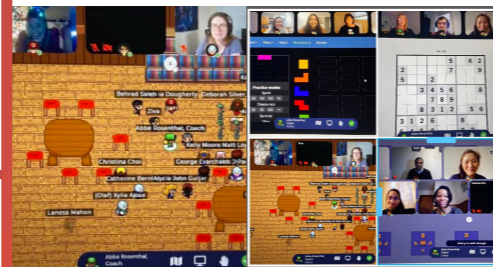
## A Festive Fall Gathering and a Happy Holiday Mingle!



On Friday, October 30, 2020, the traditional MBS Fall Gathering took a virtual twist as MBS students, alumni, faculty, and staff Zoomed in for a Halloween celebration (**pictured above**). With the semester more than halfway through, a fun break was much needed. The event also provided a great opportunity for students from various MBS concentrations to meet and network with each other through icebreakers and games that took place via Zoom breakout rooms. There was also a virtual costume contest! All attendees received MBS scarves, and costume contest winners Elo Hernandez (Wolverine), Trisha Sookraj (Harry Potter), Nimit Doshi (Luigi), and Kruttika Raman (Witch) received non-virtual gift baskets via U.S. mail.

On December 17, 2020, MBS's first-ever "virtual Holiday Mingle" took place using a fun tool called <http://Gather.Town>--a venue vastly different from the Rutgers Club, but one that was unique, festive, and fun.

More than 100 students, alumni, faculty, staff, and IAB members networked, connected in gamerooms, and even took breaks at the virtual bar!



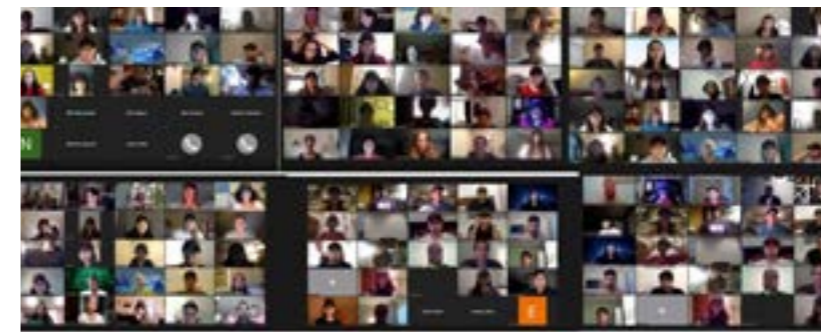
### Pictures of the Day

**(Above Left):** In costumes ranging from silly to spooky, MBS students, faculty, staff, and alums enjoy some Halloween fun on October 30, 2020.

**(Directly above):** Students, alumni, faculty, staff, and IAB members gathered in Gather.Town for a holiday celebration in advance of winter break.

# MBS Events: Milestones, Success, and an Amazing Orientation

## MBS Welcomes Largest-Ever Incoming Class

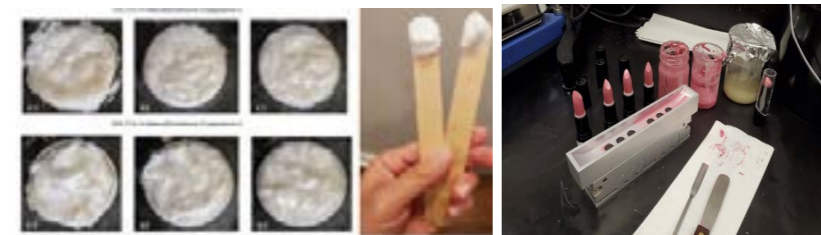


Over two days in mid-August, [MBS faculty and staff welcomed the program's largest-ever incoming class via MBS's first-ever virtual orientation](#). Held on August 13 and 18, respectively, the two sessions--split due to the total number of incoming students--featured plenty of meeting, mixing, mingling, and (this year) virtual transporting.

Executive coach and instructor [Kathleen Cashman](#) welcomed attendees with her signature enthusiasm and cheer, introducing herself as "part of the team that's not only going to welcome you to this journey, but show you how to be very successful on this journey--and get you where you want to go." Cashman then turned the event over to [MBS executive director Deborah Silver, Ph.D.](#), who introduced MBS leadership team members [Beth Ann Murphy, Ph.D.](#), [Abbe Rosenthal, PCC](#), Rupa Misra, Ed.D., Karen Bemis, Ph.D., and Vicki Pasigos--program manager, recruitment & admissions, student services, and scheduling.

## A Solid Experiment: MBS's Virtual Lab is a Genuine Success!

As the COVID-19 pandemic rapidly spread through the northeastern U.S., Rutgers University officials announced in March 2020 that all classes and in-person events would be suspended into the month of May. With the status of summer courses uncertain, [Dr. Beth Ann Murphy](#), MBS's then-new Life Sciences Coordinator, worked with industry expert and instructor [Kristina Kannheiser](#) to ensure that Kannheiser's annual, broad-based lab course, [Personal Care Applied Science Laboratory](#), could take place. "For some students," said Murphy, "if this class was part of a graduation plan, then not being able to take it would impact their timeline." Many students, too, had planned to take the course for its broad industry value, particularly those with industry experience. "It was the perfect class to expand my existing knowledge base of personal-care formulations," said student Mei-Ly Chua, a lead research scientist in charge of color cosmetics and hygiene products for an NJ-based manufacturer. While "in-class" virtual labs had long been conducted in [MBS's Fragrance Applications](#) course, coordinating a full virtual lab class was challenging but essential, says Kannheiser. "The world is changing. It's becoming more digital and we need to embrace that by thinking outside the box to make things work." Offered online, the course immediately filled to capacity. [Read on for the full story!](#)



## Rutgers Professional Science Master's Program Turns 10!

In 2010, Rutgers was granted approval by the State of New Jersey to offer the the Master of Business and Science degree through the graduate schools on all three Rutgers campuses.

Upon inception, Rutgers Professional Science Master's program (PSM) offered advanced education along with business instruction to individuals working or planning to work in STEM-based, science-intensive industries. Year over year, the program has continued to steadily grow.

Today, Rutgers has one of the most comprehensive PSM programs in the country, offering more than 25 professionally-focused degrees in three main fields of study: Life Sciences, Engineering, and Computer & Information Sciences.

The goal of our program 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. Guided by this mission, the program leverages Rutgers' unique geographic position, and strong industry ties and offers the following strengths and benefits:

**MULTIDISCIPLINARY PARTNERSHIPS**  
Our program involves integrated partnerships among all professional schools on Rutgers' three campuses, as well as with employers in New Jersey and worldwide.

**COMPREHENSIVE CAREER GUIDANCE**  
Advisors and executive coaches work individually with each student to understand their science professional goals and help them personalize their curriculum journey.

**STRONG ALUMNI NETWORK & EXPERIENTIAL LEARNING**  
Our degree was founded with a link to the industrial ecosystem of the NY/NJ Metropolitan area. Coupled with a strong alumni network, we have continued to maintain this connection through an active advisory board, bringing practitioners into the classroom, and thriving externship and internship programs.

# Preparing Learners for the 21st Century Workforce: Design-Your-Life Coaching, Professional Education, Skills-Based Curricula, and Continuing Education

*Our World is Ever-Changing. The MBS Mission Remains the Same*

“American businesses need workers who are not only knowledgeable in their technical fields but also have the skills that can adapt that knowledge to compete profitably in the marketplace. Graduates with an MBS degree will know how to lead innovations from idea to commercialization, understand market and customer needs, know how to assess financial decisions and demonstrate leadership and team-building skills.” --2010

More than a decade ago, back when our program was new, we received a \$700,000 award from the National Science Foundation (NSF). At the time, many people were unfamiliar the purpose and/or significance of a master of business and science (MBS) degree. I gave the above explanation to a reporter [when interviewed for an article about the NSF grant](#), which was highly competitive.

Our world has changed vastly in the past ten years; in the past year alone, our world has been shaken by a global health crisis with life-changing impact, as COVID-19 has not only impacted our world, but has likely changed forever our way of living and working.

How do you navigate the current economy or plan your career in this new, skills-based labor market? Where do you begin? **The first thing we ask our students is “What do you want to achieve in your life and career?”**

This is not an easy question to answer. “It requires introspection, guided thinking support, and experimenting and helping students gain clarity on their goals,” says executive coach Kathleen Cashman. Helping students gain this clarity is where our program truly shines. We support students’ guided thinking through two main initiatives.

One is [Executive Coaching](#)--available to all students and alumni. The second is through programs and workshops that have been created and developed using the Stanford-based [Designing Your Life](#) and [Designing Your Work Life](#) series.

We also offer [certificate and professional courses](#) to constantly “upskill” students, alumni, and other working professionals who may want to acquire or hone certain skills while not pursuing a formal degree program. Read below for more information.

## Professional Education at MBS

*In a Skills-Based Economy, “Upskill” is the Name of the Game*

- **Interested in a career change but not sure if you want a master’s degree?**
- **Seeking to refresh your skills for career advancement?**
- **Want to hone your skills to stay relevant in your field?**

MBS offers graduate-level courses available to MBS students, alumni, and other working professionals. Individuals can enroll in our continuing education courses without registering as a degree student. There are discounted fees for MBS alumni, and, for certain courses, digital badges to accompany completion. [Read more about the wide variety of courses we offer!](#)

## MBS Executive Coaching

**MBS Executive Coaching begins at orientation, continues throughout the MBS journey, and is available to all MBS alumni.**

While “Executive Coaching” may sound like an amenity more suited to the (virtual) C-Suite crowd, it is available to MBS students from day one. “As coaches, we are there to hold the space for students to think,” says Cashman. “We guide their thinking with questions to help them gain insight and clarity of thought to answer, ‘what is best for you?’ Our coaches help students develop specific steps and actionable plans for their MBS journeys and the careers that lay beyond. [Read more about our Executive Coaching program here](#) or contact one of our coaches below.



**Kathleen Cashman-Walter, MBA, LCOP, PCC**  
[kc678@docs.rutgers.edu](mailto:kc678@docs.rutgers.edu)



**Abbe Rosenthal, MA, PCC, DYL Coach**  
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**Alycia John, MA, LCOP**  
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## MBS Alumni Group

*The MBS Alumni Group continues to grow in number, strength, reach and impact - both on the world, and as vital resources for current MBS students.*

What is more gratifying than earning your MBS degree? Earning your degree and returning to share your wisdom, advice, and details about your career journey(s) with current MBS students.

Formed in 2018, the [MBS Alumni Group](#) has been richly and rapidly expanding since its inception. Our alumni work across industries, functions, professional levels, and geographical locations, and their ongoing connections make them a vital part of MBS’s success. This year, our alumni nearly tripled participation—unsolicited—through panels, presentations, networking events, and—a new initiative—an [alumni-student mentoring program](#), through which students now have the opportunity to connect one-on-one with alumni members to discuss MBS-specific topics ranging from career advice to networking to job-searching.

## “Virtual Fridays— Alumni Career Stories!” A Huge Success!

Even during a challenging semester, there were plenty of fun events and a slew of new initiatives, starting with [Virtual Friday: Alumni Career Stories!](#) which, after its debut on April 3, 2020, became the first event in a series that would ultimately become known simply as “Virtual Fridays”—a lunchtime session where current students had the opportunity to connect with successful MBS graduates who returned (via Zoom) to speak about their career journeys, answer students’ questions, and share advice as students prepared for their own post-MBS futures. The event was a huge success from Day 1, and “Virtual Fridays” are now held regularly.

## Fall 2020: MBS Alumni Welcome Incoming Students

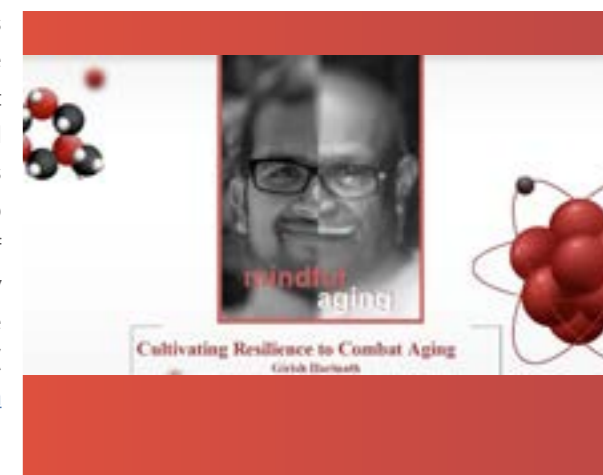
On September 4, 2020, [eight MBS graduates](#) came to welcome incoming students in the first “Virtual Friday” of the fall semester. Representing a rich cross-section of academic concentrations, [alums discussed their experiences as MBS students and identified the many program enrichments, resources, opportunities available to students](#)—such as industry-specific events and panel discussions, which not only provide insight into current trends and developments, but allow students to network with high-level executives and leaders in fields including personal care, drug discovery & development, analytics, and more. Finally, alums discussed the value of experiential learning opportunities and the customized curriculum planning and executive coaching that are a signature part of the MBS program, such as:

- [The MBS Externship Exchange](#)
- [Internships](#)
- [Executive Coaching](#)
- [Academic Lectures \(colloquia\)](#)
- [Professional Development \(colloquia\)](#)

Last but not least, alumna [Kelly Patraju MBS’20](#) discussed the [new alumni-student mentoring program](#) that is now up and running!

## Biologist/Neuroscientist Girish Harinath MBS’20 on “Mindful Aging”

On September 24, 2020, MBS students had the opportunity to hear alumnus and cell biologist/neuroscientist [Girish Harinath MBS’20](#), discuss the influence of lifestyle on age-associated decline and dysfunction. The event was hosted by fellow alumnus [Matt Watson MBS’18](#). Harinath discussed how aging is more within our control than we think and how simple things within our control—such as getting adequate sleep and exercise—can help us turn back the aging clock—or at least stage an intervention to stave off further damage. Think you’ve heard this all before? Harinath shared plenty of new information, such as exciting new research suggesting that a single ten-minute, high-intensity interval workout can induce positive effects( including increased fat burning,) that can last up to 36 hours. [Read on for more.](#)



# Exceptional Presentations and Panels

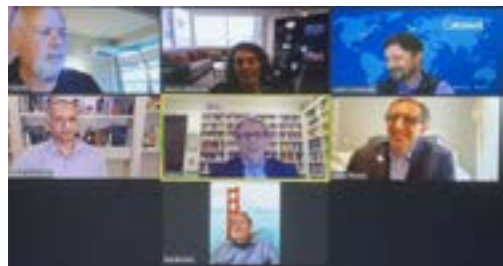
Industry leaders and world-renowned innovators and experts share their knowledge and advice through captivating presentations.

## COVID-19 Impact on R&D: Collaboration, Cooperation & Communication

On June 9, 2020, MBS students had a phenomenal opportunity to attend a virtual forum during which top leaders in healthcare and the pharmaceutical industry discussed how COVID-19 has impacted the pharmaceutical and healthcare industries from top to bottom—from drug manufacturing to the approval process to clinical trials to patient care.

Moderated by John Carroll—a biotech analyst, journalist, and founding editor of [Endpoints News](#)—the event began with a one-on-one conversation with the president and CEO of [Dana-Farber Cancer Institute](#), [Laurie Glimcher](#), who then joined a panel of CEOs, CSOs, and EVPs representing the world's leading pharmaceutical companies:

- [Hal Barron](#) (Chief Scientific Officer (CSO) and President, R&D) – [GlaxoSmithKline](#)
- [Andrew Plump](#) (President, R&D) – [Takeda](#)
- [John Chiminski](#) (Chair & CEO) – [Catalent](#)
- [David Reese](#) (Executive Vice President, R&D) – [Amgen](#)
- [Mathai Mammen](#) (Global Head, R&D) – [Janssen Pharmaceutical Companies of Johnson & Johnson](#)



(Clockwise from top left: Carroll, Glimcher, Chiminski, Plump, Barron, and Mammen. Center: Reese.)

Zooming in from living rooms, home offices, and other remote locations, these respected and renowned executives discussed how the global health crisis caused by COVID-19 had impacted leadership, decision-making, and operations in healthcare and patient care ([Part I -discussion with Laurie Glimcher](#)). They also discussed how the race to create an effective vaccine has led to unprecedented collaboration and communication among leaders of top pharmaceutical companies who are, in normal circumstances, friendly adversaries and longtime competitors. However, in light of an unprecedented global health crisis, and for the greater good of humanity, they set aside their competitiveness to work together to compare notes on everything from employee safety, to daily operations, to eliminating red tape and speeding efficiency.

## The Sustainability Landscape Across Industries

On Friday, November 6, 2020, MBS students had entree to a special panel event: [A virtual presentation featuring leading sustainability experts representing a spectrum of industries](#), including pharmaceuticals, food science / manufacturing, personal care product manufacturing, and energy. The event was co-hosted by [Abbe Rosenthal, MA, PCC](#), and Edward J. Linky, Esq., Senior Energy and Climate Advisor, [U.S. EPA Region 2 in New York](#) and instructor of MBS's [Fundamentals of Sustainability](#) course. Alumna [Allison Dowd](#), senior corporate sustainability manager for the [Environmental Defense Fund](#), served as moderator. Panelists discussed sustainability efforts in their respective companies and gave insight about the future of sustainability and jobs. Esteemed panelists included:

- [Matthias Berninger](#), senior vice president of public affairs and sustainability at [Bayer](#)
- [Ann Tracy](#), chief sustainability officer (CSO) at [Colgate-Palmolive](#)
- [Brian Nash](#), vice president of sustainability at [Ingredion](#)
- [Angela Ortiz](#), environmental, social, and governance (ESG) and sustainability manager at [PSEG](#)
- [Dr. Kevin Lyons](#), associate professor of professional practice at Rutgers Business School (in the [Supply Chain Management department](#) & the [Center for Supply Chain Management](#)) and co-chair of [The President's Task Force on Carbon Neutrality and Climate Resilience](#).

## Innovator Ben Weiss on Disruption, Passion, Purpose & Vision



On December 10, 2020, the MBS community enjoyed an intimate, interactive, and down-to-earth conversation with [Ben Weiss](#): New Jersey-based entrepreneur and founder of antioxidant beverage, [Bai](#)—a product he formulated in his basement in 2009 and initially began distributing door to door. In just seven years, [Bai was acquired for \\$1.7 billion by Dr Pepper Snapple Group](#). Weiss talked to students about his “basement-to-billion-dollar” journey—including the challenges he faced, the lessons he learned, and the people who supported him along the way. He also discussed how he achieved extraordinary success by remaining committed to his vision—a process he chronicles in his new book, [Basementality](#). The event, hosted by MBS executive director [Dr. Deborah Silver](#), was moderated by three industry experts—[Ron Levine](#), General Counsel, Herrick; [Steve Armstrong](#), Senior Regulatory Advisor, Haynes and Boone, LLP; and [Nadine Goldman MBS'15](#), Senior Regulatory Manager at Boots Retail USA, Inc—who also serve as instructors for [MBS course 16:137:577– Current Regulation and Standards for Foods and Cosmetics in Domestic and International Trade](#). Read on [for more about this amazing event](#).

## In-House Expertise: Faculty and Industry Experts

### MBS Welcomes Distinguished Scientist, Beth Ann Murphy, Ph.D., as Life Sciences Coordinator



Just in time to ring in last year's new year, [Dr. Beth Ann Murphy](#) was appointed as the Life Sciences Coordinator and Instructor of Professional Practice for Rutgers Professional Sciences Master's (PSM) program. A distinguished scientist whose career spans more than three decades in the pharmaceutical and life sciences biotech sectors, Murphy has extensive and holistic experiences in all aspects of drug discovery and development across multiple disease disciplines. In addition to her 25-year career as a research scientist at Merck & Co., Dr. Murphy has held leadership and advisory positions at several startup spinoffs that had their geneses in academic laboratories. Dr. Murphy's experience and ingenuity have been huge assets to PSM, and she has been invaluable in enriching and shaping our life sciences curricula. Earlier this year, Dr. Murphy applied her innovative, out-of-the-box thinking to [make possible a remote/virtual lab course that immediately filled to capacity](#), and recently created an entirely new, current-events-based ethics course.

### MBS Industrial Advisory Board (IAB) Leaders on Trends & Challenges: “Students, Are You Prepared?”

On February 10, 2020, to a packed house of MBS students, staff, and faculty, and industry partners, [Kathleen Cashman](#), Professor of Communication and Leadership and Industrial Advisory Board liaison, hosted an special event, [“Industry Trends and Challenges: Are You Getting Prepared?”](#)

The Industrial Advisory Board (IAB) is comprised of Rutgers University alumni, MBS alumni, and business leaders who meet regularly throughout the year to discuss relevant topics and then share their expertise with students through mentoring and events such as this one. Board members introduced themselves, and discussed their current roles and professional background to students while also giving them information and advice about current trends and challenges that were taking place across businesses and industries.

#### Three trends with critical impact and importance across all industries:

- **Regulatory.** Everyone needs to know the regulatory landscape of their science – whether it is data privacy for analytics, personal care science, global agriculture, or drug discovery & development.
- **Sustainability.** All companies are making sustainability a priority in all aspects - packaging, ingredients, power, etc.
- **Lifelong learning,** and continually looking outside the box.

### Understanding COVID-19 Impact Through MBS Faculty Experts, Industry Partners, and Real-Time Resources

When COVID-19 swept in, faculty experts and industry partners readily shared their knowledge and expertise to help us understand how and why COVID-19 was impacting everything from global economies and supply chains to [why our local grocery stores were devoid of milk and eggs as we saw images of farmers destroying mountains of produce and dairy goods](#). In mid-April, in a seminar titled *The Show Must Go On*, [Professor Larry Horowitz used his extensive financial background](#) and sharp wit to examine case studies of businesses that have either thrived and expanded or crashed and burned in times of crisis. [The seminar is available here \(it's free - you just need to register\)](#). Finally, [analytics company Emsi](#)—a labor-market data firm that culls and analyzes data covering more than 99% of the workforce and adjusted their analytics and methodologies almost instantly to reliably track workforce data in the age of COVID-19—provided great context to the alarming employment rates that began skyrocketing in March 2020. Emsi later produced a series videos (based on extensive reports) of skills and traits to help jobseekers navigate the COVID-19 job market. Two examples are below.

- [Analyzing the Data: Interpreting National Economic Impact in Relation to Our Regional Economy](#)
- [Resilient Skills to Navigate the COVID-19 Job Market](#)



### Congratulations, Dr. Deborah Silver, on Your Election to the Board of Governors for the Institute of Electrical and Electronics Engineers (IEEE) Computer Society.

Dr. Silver, a pioneer in computer science and data visualization since the mid 1980s, was elected to one of only six seats on the Board of Governors at this prestigious organization. She joins five distinguished peers representing organizations including Lockheed Martin, Intel, and the University of Southern California.

# Presenting and *Being* Your Very Best Self

Student-centric curricula, personalized academic planning, and [individualized executive coaching](#) are signature elements of our program. We recognize and support each student's educational journey, career goals, and personal development—all of which will set them up for postgraduate success.

This year, in particular, our coaching team put together some excellent seminars for professional development--workshops to help students make stronger pitches, network online, and make their resumes and professional profiles outstanding in today's virtual, digital age, which is made all the more complex due to COVID-19.

Along those lines, our executive coaches immediately lined up seminars and put forth advice for how to separate work life and home life, how to manage time during a crisis, and, most importantly, how to engage in self-care and mindfulness. Below is a sampling of topics addressed:

## Balancing Life Demands

[A Home Office for the Long Haul](#)

[Making "Working from Home" Work](#)

[Putting it Together: Excelling as Part of a Virtual Team](#)

[Time Management During a Crisis](#)

## Mindfulness / Meditation

[Finding our Inner Strength: Mindfulness Coaching](#)

[Cultivating Mindfulness](#)

[Empowering Students to "Lead With Their Destination"](#)

## Pitch-Perfect: Leading With Your Destination

As all MBS students know from the signature [MBS Leadership & Communications course](#), "leadership is leading your own ship." On April 15, 2020, MBS students learned a new way to lead their ships when pitching themselves, thanks to a workshop titled "[Lead With Your Destination](#)."

During the workshop, students learned the technique of pitching themselves by connecting their "destination"—such as (what they want to achieve in their careers)—with a supportive backstory that emphasizes relevant experience and/or transferable skills. By the end of the seminar, students had created powerful pitches that would not only help make for richer interviews and other presentations, but which can enhance every interaction through effective communication. [Read on for more.](#)

## Rocking Your LinkedIn Profile

On October 6, 2020, and October 12, 2020, respectively, MBS students learned how to "[Rock Their LinkedIn Profiles](#)" via a presentation conducted by [Jen Jortner Cassidy](#), Senior Customer Success Manager for [LinkedIn Learning](#).

The event focused on helping students make their LinkedIn profiles stronger and more captivating. Using the profiles of two current MBS students as examples, Jortner used a "top-down" approach—reviewing and modifying the profiles from top to bottom. [Read on for tips.](#)

## Leveraging Your LinkedIn Profile

First, students learned how to rock their LinkedIn profiles. Next, they learned how to leverage them.

On Tuesday, November 17, 2020, MBS executive coach [Abbe Rosenthal, MA, PCC](#), discussed how students can structure their new-and-improved information to increase their visibility and marketability and successfully network online, engage with current connections, and expand their professional networks. [Read on for Rosenthal's step-by-step blueprint.](#)

## Book an Appointment With a Career Advisor

*Our expert career advisors and executive coaches work individually with each student to understand their professional goals and help personalize their curriculum journey.*

MBS students should try to meet for advising at least once a year. We like to hear from you! We are conduct online advising sessions every semester for new and returning students. Please check the event listing for the appropriate advising sessions. If you would like to speak with one of our advisors, [you may schedule an appointment by clicking here](#). When you book an appointment, we will call you at the scheduled time (DOMESTIC CALLS ONLY). All bookings are EST (EASTERN STANDARD TIME).

# Student Presentations

## Analytics Practicum Poster Presentations

On Monday, December 7, 2020, [thirty MBS Analytics students presented some amazing posters as part of their Advanced Analytics Practicum course](#) taught by Dr. Christie Nelson.

Throughout the semester, students had the opportunity to gain professional and technical experience by working on projects using real-world data to solve specific business problems for MBS industry partners representing a wide range of sectors including healthcare, software development, music, transportation, and safety, working under the dual guidance of company mentors and MBS academic advisors. They then visually summarized their semester-long projects onto a poster, which they presented to the audience in under five minutes. Attended by company mentors, MBS faculty, staff, and students, the event was engaging, and full of activity, with questions constantly flowing during the live Q&A.

## Externship Exchange Poster Presentations

On Tuesday, December 8, 2020, students participating in the Externship Exchange, which is comprised of MBS graduate students as well as undergraduate students from [Rutgers Honors College](#), [Rutgers School of Engineering](#), the [Rutgers School of Engineering Honors Academy](#), and the [Louis Stokes Alliance for Minority Participation \(LSAMP\)](#)—gave presentations about their semester-long projects to a virtual audience of company mentors, MBS academic advisors, students, faculty, staff, and friends.

Over 170 participants [attended the event, which featured in-depth presentations about projects](#) for companies including L'Oréal, Citi Ventures, BMI, Colgate-Palmolive (regulatory and quality), NJ TRANSIT, TVD Associates, Imagine, Taste of Truffles, F&S Produce Company, Inc., New Age Drinks, Bayer, PharmAllies, and many others.

Below is an example of L'Oreal externs' hard work to visually explain their semester-long project!

[Read the full article here.](#)



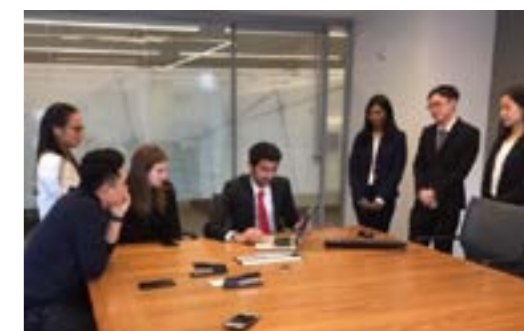
## MBS Externs Present Research & Web Demo at Citi Ventures

On January 8, 2020, Rutgers MBS and Honors College students displayed their collective ingenuity, problem-solving skills, and tech savvy via a collaborative Externship Exchange presentation to members of Citi Ventures' CUPID (Citi University Partnerships in Innovation & Discovery) program.

The CUPID program was launched in 2017 as a way to engage students from the world's top colleges and universities and provide them with opportunities to apply their skills and ideas to real-world challenges via innovation projects assigned throughout Citi's business units. MBS has been part of the program since 2018.

The students conducted in-depth research and collaborated to create a website demo about the effects of climate change on the banking industry, which they presented to program mentors Alexandra West and Nicole McAlvana.

[Read the full article here.](#)





As Rutgers Master of Business and Science degree program enters its tenth year, we continue to evolve and grow--keeping pace with rapid industry changes.



MASTER OF BUSINESS & SCIENCE

**SCIENCE  
MEETS  
BUSINESS**

## Our Story: The Master of Business and Science Degree

### OUR MISSION

Our degree, the Rutgers Master of Business and Science (MBS), 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 goal is to train the next generation of individuals to assume key integrator and leadership roles in science-intensive industries, thereby helping to fuel innovation, accelerate technological discoveries, and translate science-based research into practical applications and consumer offerings that drive the economic growth of our state.

### WHAT WE DO

Through an integrated, interdisciplinary, and dynamic curriculum, we meet the STEM industry's ever-changing labor needs by educating a new generation of professionals who can keep pace with rapid workforce changes.

Our unique program combines advanced, STEM-based education with professionally guided business instruction—enabling graduates to step confidently and adeptly into the STEM workforce equipped not only with advanced academic knowledge, but with the business skills essential to professional leadership and advancement.

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