

THE BEST of MBS

RUTGERS MASTER OF BUSINESS & SCIENCE DEGREE | 2021 YEAR IN REVIEW



A NOTE FROM THE DIRECTOR:

Rutgers Professional Science Master's program (PSM) continues to grow and thrive—remaining one of Rutgers University's largest master's programs, with strong alumni engagement, numerous industry partnerships, and program enrichments that are second to none. Our experiential-based learning model allows students to hone the skills they need to be successful at MBS and beyond—yielding graduates who can readily, adeptly apply their knowledge to solve real-world problems, and who can pivot, refocus, and succeed in times of rapid change. This newsletter chronicles just a few of many events and highlights from 2021—all showcasing the diversity, versatility, and excellence of both our program and our students. Over the next several months, we will be expanding our academic offerings, so it's an exciting time! I look forward to another year of innovation and progress, and wish everyone a happy, healthy, and productive 2022!



D. Silver
Dr. Deborah Silver

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PREPARING LEARNERS

FOR THE 21ST CENTURY WORKFORCE

How do you navigate the current economy or plan your career in the current skills-based labor market? Where do you begin? Helping students gain this clarity and chart their work/life path is where our program truly shines. **Here's what makes our program unique:**

Executive Coaching. We support students' life and career goals through two main initiatives: [executive coaching](#)—available to all students and alumni—and through the Stanford-University-based "[Designing Your Life \(DYL\)](#)" tools and philosophy.

Professional Education. Our [certificate programs and professional courses](#) allow individuals to "upskill," and acquire or hone certain skills while not pursuing a formal degree. There are discounted fees for MBS alumni, and, for certain courses, digital badges to accompany completion. Read more about the [wide variety of course offerings!](#)

Skills-Based Curricula. We keep curricula dynamic, with [skills-based instruction](#) and academic and career alignment that is cutting-edge, on-trend, and current thanks to expert instructors, a strong [industrial](#)



[advisory board](#), and a focus on real-time workforce needs.

Career-focused Workshops. In addition to one-on-one [executive coaching](#), MBS students enjoy access to targeted, action-based workshops such as "[Leveling Up Your LinkedIn Profile](#)," and the DYL-based "[Designing and Securing Your Ideal Work Life](#)."

MBS EXECUTIVE COACHING

Executive coaching is a valuable resource available to all students from day one of their MBS journey.

Our coaching team focuses on professional development—helping students make stronger pitches, network online, and make their resumes and professional profiles outstanding in today's virtual, digital age.

Coaches and students collaboratively develop specific steps and actionable plans for their lives and careers during their time as a student as well as the lives and careers that lay beyond graduation. "As coaches, we are there to hold the space for students to think," says executive coach Kathleen Cashman-Walter. "We guide their thinking with questions to help them gain insight and clarity of thought to answer, 'what is best for you?'" [Read more about our executive coaching program here.](#)



EXPERIENTIAL LEARNING

THE HALLMARK OF AN MBS EDUCATION



The MBS education model is experiential in nature, with courses structured so that students are constantly applying classroom instruction to real-world circumstances, whether through formal programs such as [MBS's Internships Program](#) or the [MBS's Externship Exchange](#), through concept-to-market courses like [Applied Artificial Intelligence](#) or [Mobile App Development](#), through immersive offerings such as [Introduction to User Experience Design](#), or within students' own day-to-day professions. Nearly all courses conclude with semester-end presentations that further enhance students' ability to successfully communicate and present ideas.

The MBS Science & Technology Management Capstone

The [MBS Capstone](#) is the last step before graduation: the course in which students integrate and apply all of the knowledge and

skills they've acquired throughout their MBS education. Working in multidisciplinary teams, students identify a patented technology, determine a novel use, and then develop comprehensive concept-to-market business plans. The course culminates in shark-tank-like "[Venture Forum](#)" presentations such as [those held over two days in May](#).

The MBS Externship Exchange

The [MBS Externship Exchange](#) pairs teams of students with company-sponsored small projects—allowing externs to gain valuable work experience while allowing participating employers to evaluate a project's potential impact. Students are mentored by both an industry expert and an MBS academic advisor. In all, the work and ideas of more than 300 externs have resulted in viable solutions for [affiliates representing nearly every industry sector](#), and the program continues to grow! The [spring](#)

[2021 presentations took place on April 27](#). The summer and fall presentations were held over two days on [August 3 and August 10](#) and [December 7](#) and [December 14](#), respectively.

The MBS Internships Program

The [MBS Internship Program](#) is open to students who are completing either a professional or research internship. Guided by a certified executive coach, students apply and leverage course-specific instruction while also honing essential business skills including communication, conflict resolution, time-management, and project-management. Students shared their experiences through comprehensive, semester-end presentations that took place on [May 6, 2021 \(spring\)](#), on [August 9 \(summer\)](#) and on [December 8 \(fall\)](#). **To date, 86 percent of all internships are either extended or converted to full-time employment.**

MBS ALUMNI

THE AMAZING MBS ALUMNI GROUP



Our alumni work across industries, functions, professional levels, and geographical locations; their collective success and engagement fuels the success of the MBS program. Formed in 2018, the MBS Alumni Group has been rapidly expanding since its inception, with alumni engagement tripling in the past year alone as former students returned to serve on panels, host networking events, and give industry-specific lectures of their own.

Alumni Insights

Through “Virtual Fridays,”—virtual “brown bags” that debuted during the pandemic and have since become a fixture—alumni representing a rich cross-section of academic concentrations return to discuss their current success

as well as their experiences as MBS students, and the available courses, resources, and opportunities that helped them throughout the MBS journey.

The Rutgers MBS Alumni Student Mentoring Program

The Alumni-student connection is a valuable one, where students can gain insight into career-specific trends and developments and network with alumni leaders in fields including personal care, drug discovery & development, analytics, and more.

Through the Alumni-Student mentoring initiative, students now have the opportunity to connect one-on-one to discuss MBS-specific topics ranging from career advice to networking to job-searching tips.

Alumna Discusses the Value of MBS’s “Confidence Mindset”

In any economy or job market, [the candidates who have the greatest advantage are those who can integrate technical knowledge](#) along with [soft skills](#) including communication, leadership, creativity, problem-solving, innovation, and teamwork—skills [that students in Rutgers Master of Business and Science \(MBS\) degree program constantly hone](#). **Caroline Thorpe MBS’20** knows firsthand both the value of an MBS degree and the value of the journey itself. A former recruiter, Thorpe’s background in identifying good hires combined with her experience as an MBS student gives her a unique perspective on how an [MBS education gives students unique leverage](#) in today’s economy.

ALUMNI HIGHLIGHT

On **Friday, February 26, 2021**, alumna **Manessa Lormejuste MBS’19** led and moderated a panel discussion about diversity, equity, and inclusion (DEI) in today’s STEM

workforce. “February is Black History Month,” she said, “and it is important that we share the stories of Black professionals, specifically, as challenges that Black employees face in the workplace are seldom heard.”

*Alumna
Manessa
Lormejuste
MBS '19*



STUDENTS GOING PLACES

SCHOLARSHIPS, FELLOWSHIPS, & INVITATIONS



Aparna Jadhav: first-ever TechAdvance Fellow.

Innovation Innovator

Last year, MBS student **Aparna Jadhav** was selected from a universitywide pool of applicants as the first-ever TechAdvance Intern, through what is now known as the [TechAdvance Senior Fellowship](#). Jadhav had a unique opportunity to [help Rutgers researchers commercialize their innovations](#) through [TechAdvance](#), a unit of Rutgers’ [Innovation Ventures](#), which provides gap funding to Rutgers researchers who are aspiring to commercialize their inventions.

fundamentals of effective written

communication—[helping students hone their messaging in a way that’s clear, concise, and that quickly illuminates](#) the value of the information they’re presenting. There was also a review of professional “Don’ts.”

Great Chemistry

This summer, [two MBS students and three recent graduates were awarded scholarships](#) for their communications and social media work with the [New York chapter of the Society of Cosmetic Chemists \(NYSCC\)](#). Initially partnering through the [MBS Externship Exchange](#), the NYSCC continues to provide students in [MBS’s personal care science concentration](#) an opportunity to gain industry experience and [further their education](#) while supporting NYSCC’s mission of advancing cosmetic science.

“Microsoft Will See You Now”

This past summer, **Pooja Kansagra**, a student in entrepreneur **Mike Grandinetti’s** signature course, [Design Innovation:](#)

[Make & Market Anything](#), came up with design solutions so viable that she [landed an audience with Microsoft’s GroupMe leadership team](#). Kansagra’s ideas not only impressed the team, but led to a Microsoft-sponsored innovation tournament, which Kansagra and MBS alumna **Kruttika Raman MBS’21** helped mentor.



Scholarship winners at the New York Society of Cosmetic Chemists (NYSCC) Suppliers’ Day event in November.



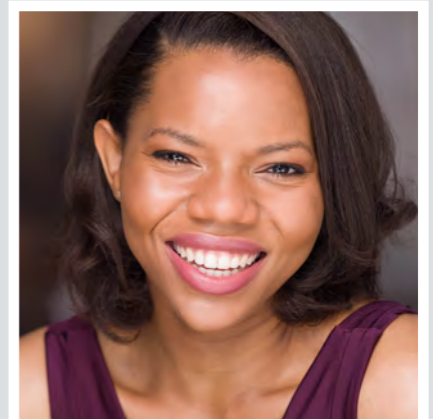
Real-time screenshot of the Microsoft Innovation Tournament.

“YES, IT’S WORTH IT”

Kimberly Berry, a design professional based in Los Angeles, California, had more than [a decade of experience in graphic design and user experience when she decided to pursue a Master of Business](#)

and Science (MBS) degree in [User Experience Design \(UXD\)](#). [A successful designer with a versatile portfolio and diverse clientele, one would wonder how and why Berry felt that earning a master’s degree would further propel her career. We asked, Berry answered.](#)

*Kimberly Berry
MBS '22*



THE MAIN EVENT

MBS GRADUATION CELEBRATION



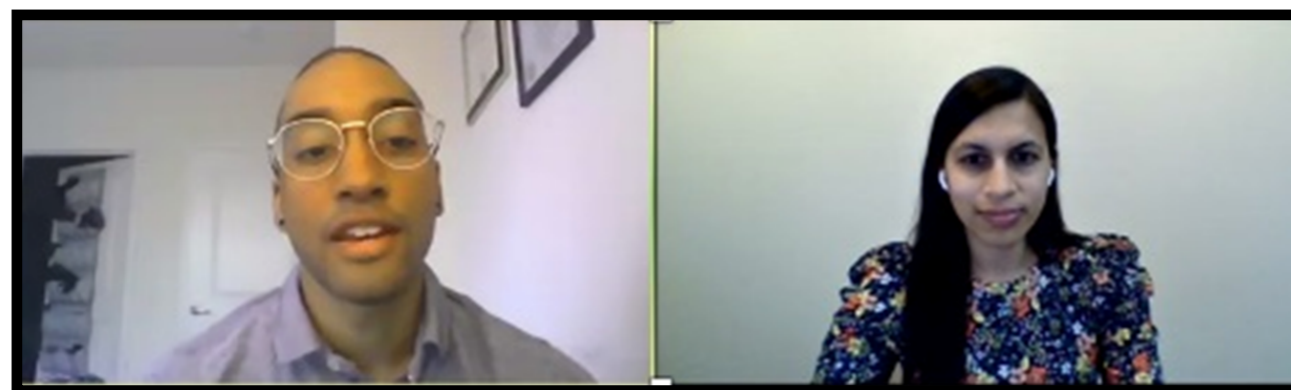
A FABULOUS FALL

OUT & ABOUT AT MBS

This year's [exuberant spring ceremony, held on May 13, 2021](#), honored Master of Business and Science (MBS) degree graduates from October 2020, January 2021, and May 2021. Emceed by executive coach [Kathleen Cashman-Walter](#), the evening was buzzing with excitement as graduates crossed the finish line of their MBS education with honor and plenty of congratulatory messages from the instructors who have guided them in their MBS journeys, as seen in this [FABULOUS FACULTY VIDEO](#), kicked off by [Rupa Misra, Ed.D.](#), professor and program coordinator for MBS's [User Experience Design \(UXD\) concentration](#).



Clockwise from left - MBS executive director Deborah Silver congratulates graduates; graduates near and far virtually celebrating their achievement with families and friends. Rich Novak, vice president of Rutgers' Division of Continuing Studies; more celebrations.



Alumni Matt Watson (left) and Vishwa Shah (right) address the new graduates.

A Superb Send-Off

MBS Alumni [Vishwa Shah MBS'17](#) and [Matt Watson MBS'18](#) welcomed MBS's newest alumni to the fold and talked about MBS's fantastic Alumni

Group and the awesome "next chapter" for all MBS grads. The event was followed by an "after party" via [gather.town](#).

Full 2021 brought weeks of beautiful weather, which allowed MBS students, faculty, alumni, and staff the opportunity to safely meet, mingle, and connect while also social distancing.

MBS Fall Meet & Greet

The first in-person gathering since March 2020, the October 19, 2021, MBS Meet & Greet commenced under starry skies, with crisp fall air allowing MBS faculty, staff, and students to meet one another in person—many for the first time. [Kathleen Cashman-Walter](#) served as event facilitator, leading activities including one icebreaker that proves it takes only 15 seconds to find three things in common with another person. The event was fun and much needed—truly, a breath of fresh air for all.

MBS Spooktacular

The MBS Spooktacular is a fan-favorite—a fun, mid-semester festivity (and study break) to which we all look forward each fall. After moving (temporarily) to a virtual platform last year, the Spooktacular was back in-person, on-campus, with raffles, prizes, and, of course, costumes and candy. With fall foliage providing a perfect backdrop, the event was a great success—a 100 percent treat 😊

Graduation Celebration Luncheon

In addition to virtual ceremonies held in May, Rutgers University hosted in-person, school-based events

throughout the fall to officially honor the Classes of 2020 and 2021. Accordingly, MBS faculty and staff feted graduates [on October 21 with a luncheon prior to the School of Graduate Studies ceremony](#) at the Rutgers Athletic Center, with weather providing a perfect backdrop for festivities.

Going to Market - The IKEA Field Trip

On October 29, 2021, students in [Mark Burgess's Market Assessment and Analysis](#) course resumed [a time-honored tradition: making an in-person field trip to IKEA](#)—a store that has mastered the art of creating superior customer experience (CX). In fact, IKEA knows what you need before you do—even the kitchen displays are fully equipped with cooking utensils and cookware available for purchase. It's the perfect venue to give examples of "best practices" in marketing.

Back in Business - MBS at NYSCC Suppliers' Day

Over three days in November, students in MBS's [Personal Care Science concentration](#) had the [fantastic opportunity to network and connect with cosmetic and personal care industry leaders and each other](#) while showcasing MBS program excellence during the [New York Society of Cosmetic Chemists \(NYSCC\) Suppliers' Day](#), the premier industry event in all of North America, which was held at the Jacob Javits Convention Center in New York City on Wednesday, November 10, and Thursday, November 11, with a virtual day on Friday, November 12.

EXTRAORDINARY EVENTS

DURING AN EXTRAORDINARY YEAR

The MBS Virtual Book Club—conceptualized by [Kathleen Cashman-Walter](#) and [Beth Ann Murphy, Ph.D.](#)—held [its first meeting on March 25](#), during Women's History Month, with the inaugural book themed accordingly. [Believe IT: How to Go from Underestimated to Unstoppable](#), by innovator [Jamie Kern Lima](#), serves as a vivid reminder that entrepreneurial success does not come easy, as Kern Lima details the multiple rejections, personal struggles, and very low lows she endured in the effort to bring her revolutionary product from concept to market. **Open to all MBS students, alumni, faculty, and staff**, the MBS Book Club features a different student-selected topic with each new book.

Writing Workshop for STEM Professionals

One of the greatest determinants of career success is [the ability to communicate ideas clearly](#)—especially in today's digital world. This fall, **Rutgers MBS offered a free three-part workshop** highlighting the fundamentals of effective written communication—[helping students hone their messaging in a way that's clear, concise, and that quickly illuminates](#) the value of the information they're presenting. There was also a review of professional "Don'ts."

MBS Inaugural Personal Care Science Symposium: *Ethnic and Regional Considerations in Personal Care Sciences: A Scientific and Business Perspective* Rutgers PSM program is [one of only three programs in the nation to offer a master's degree in personal care science \(PCS\)](#). With many of the world's top cosmetics and personal care manufacturers located—like Rutgers—in the New York / New Jersey metropolitan area, the MBS degree has become well-known among industry professionals. This fall, MBS Hosted its first-ever PCS symposium—*Ethnic and Regional Considerations in Personal Care Sciences: A Scientific and Business Perspective*—a long-awaited, two-day event that featured esteemed industry experts as presenters (including several MBS alumni and students). More than a year in the making, **Day One** featured [a star-studded lineup of personal care and beauty industry experts](#) who shared their extensive experience and scientific knowledge from years of research in the area of skincare. **Day Two** featured [fantastic talks and presentations](#) on topics ranging from sun care product regulations, to creating sun care formulations for all skin tones, to hair needs and products for diverse consumer groups. **The symposium wrapped** on a high note [with an incredible entrepreneurial roundtable](#) moderated by innovation expert [Lori Dars](#).

Arts and Sciences, and fellow WIT member [Abeer Elahraf](#), assistant dean for data management and security at [Rutgers School of Arts and Sciences—Newark](#).

Our esteemed panelists:

- **Deborah Silver, Ph.D.**, executive director and co-founder of the [Professional Science Master's program](#) at Rutgers, The State University of New Jersey
- **Arlene Rosenbaum**, independent computer software professional and former president of a direct-marketing agency
- **Nihal Nounou, Ph.D.**, general manager and chief scientist of enterprise strategy and architect software solutions, Horizons

[A full video of the event can be viewed here.](#)

ENDING ON A HIGH NOTE

THE CULMINATION OF A GREAT YEAR

Out of This World - MBS Virtual Holiday Event
On December 13, MBS students, alumni, faculty, and staff from near and far gathered for some end-of-semester cheer at the [Virtual MBS Holiday Celebration](#)—held via the interactive and VERY fun virtual platform [Gather.town](#) (c/o [Gather](#)). The evening was [packed with activities](#), games, prizes, and [surprises](#) including hidden gifts and a hidden escape room. [Gather](#) provided a creative, fun way for students to connect and celebrate; [Gather](#) may also have provided a glimpse of what a metaverse may look like.

The MBS In-Person, Outdoor Holiday Mingle
After three successful outdoor events held earlier this fall, MBS staff decided to go 4/4 with the [December 16, 2021, MBS Outdoor Holiday Mingle](#). Held under a heated tent, the event was (literally) a success like no other, with lots of fun, food, and a great turnout for the last event of the year. "You never know what'll happen until you try," said executive director **Deborah Silver, Ph.D.**, of pushing forward with event plans that started in October. "Never be afraid to take a well-planned, thoughtful, and calculated risk. Just make sure you have a parachute, a Plan B, and, in this case, a heated tent!"



An inside look into the gather.town space, for the Virtual Holiday Event.



Student and major event coordinator Talia Scalfani festively welcoming attendees.



Staff and students enjoy fun and games during the Virtual Holiday Event.



Students and staff enjoy good company and S'mores at the Outdoor Holiday Mingle.

JOURNEY THROUGH THE DECADES: COMPUTER SCIENCE PIONEERS

On June 17, 2021, three computer science pioneers joined together for a special panel presentation, [Women in IT: Journey Through the Decades](#), during which they discussed their respective careers, experiences, and achievements as early technologists in the '60s, '70s, and '80's. Sponsored by [Rutgers University Women in Technology Group \(WIT\)](#), the interactive, virtual event was co-moderated by MBS student [Laura Gordon](#), a web developer for [Rutgers School of](#)

OUR STORY

PSM & MBS, WHAT THEY ARE

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 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.

Our degree, Rutgers Master of Business and Science (MBS) degree, is conferred by the graduate schools on all three Rutgers University campuses. [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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