



## Message from the Executive Director *Dr. Deborah Silver*

*Congratulations to our 2018 Graduates!* Glad to have you join the ranks of Alumni! I hope to see you at our alumni events and mixers.

And a big welcome to our new class of MBS students starting in Fall 2018!

MBS is continually re-energizing and reinventing to keep ahead of the industry with innovative courses, exciting specializations, and new ways to advance knowledge transfer and professionalism in science & technology. Enjoy the newsletter and have a great semester!

## Experiential Learning

### Marketing

In May, Professor Mark Burgess' [Market Assessment & Analysis](#) course visited IKEA to learn firsthand about how the Swedish giant approaches marketing. They observed how IKEA caters to the needs of the consumer and manages the consumer experience. [Read more](#)



### Analytics

On April 10, 2018, a group of Rutgers MBS Analytics students ventured on a field trip to Phillies Stadium for the [Phillies Baseball Analytics Night](#), participating in an event of networking and insider insights in sports. They heard from a panel of experts how analytics is applied to baseball operations, including the strategic use of analytics to make in-game moves.



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## New MBS Graduates!

Congratulations to our newest graduates! **106** students received their Master of Business and Science (MBS) degree in 2018. Graduates joined the PSM Faculty and Staff at the *Jane Voorhees Zimmerli Art for a celebratory dinner*. We welcome these new graduates into the MBS Alumni Family, and look forward to hearing about all of their amazing career adventures.



## PSM Graduation Dinner



Dr. Silver shared a few words and presented gifts to the graduates at the May 10 graduation [dinner](#) as a final connection before [commencement](#). Students also received a certificate from the [National PSM affiliation office](#).

## Fundamentals of Intellectual Property

Graduate students from Rutgers Professional Science Master's Program and The Ohio State University shared a course this summer using the new video-enhanced learning facilities in Tillet Hall. The course, an [Intellectual Property Strategy](#) course, has been offered by Rutgers for the past 6 years. There were 54 students total, eight from OSU's Fisher College of Business, and 46 from Rutgers. The new classroom in Tillet Hall has voice activated microphones and immersive cameras so that the students and lecturers could feel connected. In addition to the telepresence classroom, there were 18 remote students who connected through a web conferencing system. The course covered the fundamentals of intellectual property, evaluating patent portfolios, and technology transfer and included many guest lectures from experts in the field. Vince Smeraglia, the executive director of strategic alliances at Rutgers Office of Research and Economic Development (ORED), was one of the guest lecturers and spoke to both classes about technology transfer at a major university. The course included trip to the Global IP Academy which is part of the USPTO office in Alexandria, VA where students from both schools came together to learn from patent examiners and lawmakers about the economic impact of intellectual property. The course is the first collaborative video class for Rutgers and OSU and will be offered again next summer. Students enjoyed the interaction between both schools and were excited to participate in this collaborative endeavor. [Watch a video](#) of the classroom facilities put together by OSU.

## Experiential Learning: IP Class Trip



Students from Rutgers MBS and Ohio State at the USPTO Alexandria, Virginia (Read our [blog](#))

## Welcome our newest Industrial Advisory Board Members

We welcome two new members to the PSM Industrial Advisory Board, Sean Cutler and Lou Cooperhouse. Sean Cutler is a Senior Director Program Management & Technology Business Architecture at Immunomedics. Sean has been a career panelist at some of the PSM events and Immunomedics has participated in our [eXternship eXchange](#). Lou Cooperhouse, who just retired from Rutgers as Director Food Innovation Center, is now President/CEO of BlueNalu, Inc. He has worked with our program while at Rutgers and has hired student interns.

*Our Industrial Advisory Board meets twice a year and interacts with students during our Alumni-Student Dinner.*

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## Personal Care Science Panel



Industry experts shared their career advice, trends, and their personal journeys with a packed room of Personal Care Science students at the April 10<sup>th</sup> [Career Panel](#). The panelists included Peter Landa (Estee Lauder), Dr. Barbara Green (NeoStrata Research/J&J), Ms. Vishala Maharaj (International Flavors and Fragrances), Dr. Nicholas Stebbins (L'Oreal Skin Care) and Mr. Mohamed Omer (formerly Revlon).

## Biotech & Genomics

In February 2018, the biotech and genomics class [visited the Commercialization Center](#) for Innovative Technologies (CCIT) located in the heart of New Jersey's 'Research Corridor'. Students met with entrepreneurs who have their startups at the center and toured the labs and the companies. They witnessed the latest in technology and the convergence of business and science to create the companies of the future.



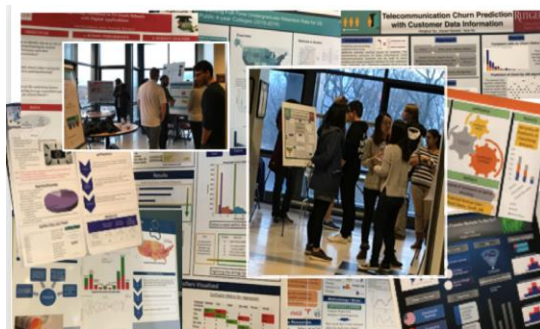
One of the laboratories at CCIT.



## Presentations .. presentations ... presentations ...

### Analytics

On April 19, the [Fundamentals of Analytics](#) poster presentation displayed over a dozen student projects which addressed relevant issues ranging from optimizing investment strategies to reducing opioid addiction. Some students partnered with companies while others used publicly available data. There were projects which predicted future behavior: Which clients will change their telecom carrier? How do preferences for privacy vary? Other projects used historic patterns to improve education or graduation rates. The Fundamentals of Analytics is the beginning class in the analytics curriculum.



The Advanced Analytics Practicum poster session was held on Wednesday, August 17<sup>th</sup>. In this class, students worked in teams on a capstone-like project in analytics and data science. (This class is taken after most of the analytics courses are completed.) Some student teams worked on corporate projects which were done in collaboration with companies like Janssen, Ortho Clinical, and Vidya. Others worked on projects sponsored by divisions at Rutgers or designed their own analytics projects. Some presentations used analytics to improve processes such as simplifying medical research literature search or reducing time to market for new products while others were individualized product recommendations or restaurant selection.



### Spring Capstone Presentation

May 6<sup>th</sup> was the Spring MBS [Capstone](#) presentations. Capstone teams include students across concentrations who pool their knowledge and skills to create a startup company going from concept to market. Projects culminate with team presentations to prospective investors. Each team is evaluated for innovation, supportive research, and overall business presentation. The winner receives the \$100,000 (in Monopoly money). Judges/Investors have included executives from Chubb, PepsiCo, Saatchi & Saatchi Wellness, Revlon, and many other organizations as well as our very own Rutgers faculty.



### Biotechnology and Genomics

At the April 26 [NextGen Biotechnology](#) and Genomics poster presentation, teams explored cutting edge biotechnology and genomics technologies. Topics included SNAPP (an alternative to conventional antibiotics); the use of a proneura implant to reduce opioid addiction; Deterministic Lateral Displacement (a microfluidic approach for exosome separation); a one pot approach for synthesizing genes; and Lung on a Chip to simulate tissue and organ physiology.



## MBS Students' Industry Presence

### Personal Care Science

In May 2018 Rutgers MBS Personal Care Science students mixed and mingled with industry leaders at New York Society of Cosmetic Chemists (NYSCC) for their annual [Suppliers Day](#), which is NYSCC's biggest event of the year. This two-day conference is held at the Javitz Center in NY and is where thousands of companies and industry professionals showcase their latest innovations in the personal care industry. Seven MBS students were chosen to volunteer as members of the NYSCC Social Media Team and many other students attended.



### Analytics

'[Big Data: Transforming Tomorrow's Workplace](#)' was the theme for the New Jersey Big Data Alliance (NJBDA) Annual Symposium and 1st Annual Career Fair held April 30, 2018 hosted by The College of New Jersey (TCNJ). The event included several workshops and panels that were held throughout the day. NJ Higher Education Institutions also hosted their first statewide career fair, at which the MBS students met with prospective employers and gained new contacts.



### New Course Updates

[Fragrance Applications](#) in Personal Care Science (16:137:572) This course discusses the large role fragrances and smell have in PCS.

[Clinical Research Informatics](#) (16:137:580) also referred to as Practical Aspects of Clinical Trial Design has a new instructor with 20+ years' experience in Clinical Research.

[Regulatory and Standards for Foods and Cosmetics](#) (16:137:577) is an online course being taught by Ron Levine and Steve Armstrong, both attorneys who are experts in regulatory for food and cosmetics. Course information can be [found here](#).

### Entrepreneurship in Applied AI from Concept to Market

A new course, [Applied AI from Concept to Market](#), arms students with the knowledge to apply Artificial Intelligence. Students work in cross-disciplinary teams to design and launch a new AI/Deep Learning product. In addition to learning the available software, they learn product development methodology, return on investment and how to maximize an AI products' competitive advantage. Students develop a prototype in Tensorflow to solve a real-world problem. Professor Richard Mammone explains, 'this class is about more than technology. Students learn how to innovate, they come up with a new idea in AI and how to apply it. Students can immediately apply these skills in business.' Applied AI is a skill on the rise and is important in all areas of science and technology.

### Salesforce Trailheads Badging

This summer's [marketing class](#) offered incorporated some modules from [Salesforce Trailheads](#). The Trailheads program is a set of online badges that Salesforce has created to teach students about sales, marketing and CRMs. Students' appreciated being exposed to the technology and their initial reactions were overwhelmingly positive. One student commented 'The reason I love Salesforce Trailheads is that it allows flexibility to what aspects of business and marketing management the individual is more inclined to learn. There are so many pathways and modules about new technology, techniques and processes.'



## X<sup>2</sup> - eXternship eXchange

The MBS [Externship Exchange](#) is a unique opportunity for companies to partner with MBS students on business and/or technical projects. Students work in teams and use their science and business skills to solve real-world problems, analyze data, and create solutions. The teams are all multi-disciplinary cutting across all of the concentrations in the MBS. Company sponsors have included Janssen, NJ State Police, Wall Street Bootcamp, Nielsen, Ortho Clinical Diagnostics, Cancer Genetics, SEPSIS Alliance, Conrail, VYDIA, WuXi, Rutgers Student Affairs, Rutgers Police and others. Any student can either register for the externship exchange course or participate as 'club'. It is a great opportunity to gain real-world experience and help out companies and even start-ups. This summer 50 students participated. For information about how to work with our Externship program contact: [Dr. Christie Nelson](#).

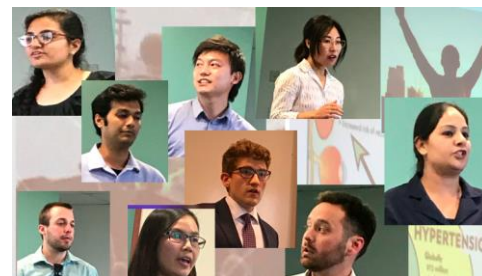


MBS students at WuXi App Tech

## Internships

On August 8 and 9 the MBS students in Professor Cashman's [internship](#) course shared their experiences. Their stories illustrated the importance of experiential learning as concepts taught in the classroom came alive in the work environment.

Students saw how their MBS experience prepared them to transition from a career in technology to management. One intern shared how he handled a complex budget reallocation. Thanks to the preparation they gained in the Principles of [Communications](#) and Leadership class, our MBS students have become comfortable having difficult conversations. They were poised and confident when presenting to corporate leaders. One student gained competitive intelligence by making phone calls as a prospect which provided useful information about the level of customer service. The interns began as individual contributors, but they quickly grew their networks and made a positive impact for their companies! As in the past, the course has about a 90% conversion rate from internship to full time employment. Thank you Professor Cashman!



## Women in Data Science

The third annual [Women in Data Science](#) event was hosted on March 5<sup>th</sup> at Stanford to a packed room and 100,000+ virtual participants across 50+ countries and 150+ [viewing locations](#) including our MBS viewing party in CoRE coordinated by Dr. Christie Nelson, WiDS Ambassador. The speakers were inspiring and energizing, with messages centered on two themes, opportunities for women in data science, and exciting technical visions as data science leads the 4th industrial revolution.

## Mark Your Calendar

[Blockchain Technology in the Healthcare Sector](#) **October 2 from 5 – 6:20 PM**



MBS students and alumni are all welcome to join Dr. Richman's class. Students can earn **1 colloquium credit** for attending the entire event. **RSVP to [debsclaf@docs.rutgers.edu](mailto:debsclaf@docs.rutgers.edu) by September 28th at noon.**

## PSM Alumni-Student Mixer

The 6th [Annual Student Alumni](#) mixer was held on March 13 with a record turnout. MBS Alumni returned as attendees and panelists and mingled with students and faculty. The evening featured a panel of eight alumni who shared the secrets of their success stories. [Alumni Craig Moran](#) shared his personal story of the power of networking. The Student-Alumni mixer is held after the Industrial Advisory Board (IAB) spring meeting. Member of the IAB also attended the mixer.



*Alumni panel share their stories*

## MBS Alumni Association Has Formed

[MBS Alumni](#) across different concentrations have officially formed the MBS Alumni Association. Four committees were formed including Professional Development, Communication, On-Campus Programming, and Online Programming. In addition to the two events sponsored by the PSM Office, the Alumni Association plans to create and offer a rich set of programming to meet the needs of our MBS Alumni Professionals. Stay tuned for more information or connect with us on [LinkedIn](#).

## Coming Soon - Alumni Newsletter

- **SAVE THE DATE** -

## Summer MBS Externship Presentations

Sept. 13 – 7:30 PM

## Alumni Student Mixer – March 2019

Read our blogs!

Labor Blogs: Is Design Thinking a Skill? What is a Product Manager?

## Career Development



[Abbe Rosenthal](#) (Head of Corporate Engagement, Alumni Relations & Career Development) conducted a series of in-person and virtual [career workshops](#) including interview skills (in the new era of tools such as HireVue), resume preparation, and networking strategies.

Abbe also provides one-on-one coaching sessions with students and alumni. Set up an appointment on our [website](#)!

## Career Workshops

### Join our next lunch & learn:

Effectively Prepare as an MBS for the Career Fair

Date: Tuesday September 4 & 11

Time: 12:10 – 1:10 PM

Location: SERC 221A

## BMS' CLIMB Resource Group 90 Day Challenge

Rutgers, in partnership with Bristol-Myers Squibb's CLIMB Resource Group, co-hosted a summer series of Lunch & Learn programs. It was referred to as the '90 Day Challenge'. Over the course of three months, various presentations were given on professional growth in the sciences. The first session was on 'Your Leadership Story'. The second was on 'Managing Your Personal Finance'. The third session focused on Project Management.