

# Minding Your Busine\$\$

*Rutgers School of Business - Camden*

## Enhancing the Student Experience for Our Future Business Leaders

**Dr. Carol Kaufman-Scarborough, Professor of Marketing and Undergraduate Program Director**

**Interested in contributing to *Minding Your Busine\$\$* in Fall '09? We are looking for students from all majors!**

If interested, contact **Mike Bornfreund** at mbornfre@camden.rutgers.edu, **Professor Torres** at dstorres@camden.rutgers.edu, or **Dr. Kaufman-Scarborough** at ckaufman@camden.rutgers.edu

### Inside this issue:

<b>Enhancing the Student Experience</b>	<b>1</b>
<b>South Africa '09</b>	<b>1</b>
<b>Don't Fret</b>	<b>2</b>
<b>Make a Toast and Fear No More</b>	<b>2</b>
<b>The Best of the Best</b>	<b>4</b>
<b>Marketing Yourself</b>	<b>4</b>
<b>Reflection</b>	<b>6</b>

This is an exciting time at Rutgers School of Business-Camden! Starting in Fall 2008, our very first students were directly admitted to the School of Business as freshmen. It was a landmark day when we welcomed our high-performing first-year students to their first classes on campus. You may be surprised to know that we have never accepted first-year students into the business school before this time.

When I joined Rutgers in 1983, we were a "Faculty of Business Studies" offering only two majors: Accounting and Management. Our home was in Victor Hall which stood approximately where the practice fields are, just across from Campbell's Field. It was an old RCA production building, and historians tell us that some of the first 78 rpm vinyl records

were recorded here. All of our students transferred into our programs, and since the majority of our students were employed, we offered business classes in the mornings and the evenings.

Over time we grew and pursued the possibility of becoming a School of Business, which was formally founded in 1988. In 1989, we moved into the current Business & Science Building. As our programs and our faculty grew, we offered additional majors: Finance, Marketing, and most recently, Human Resource Management. But, during all those years, students were "ours" for only a limited number of years, entering our program from various community colleges, other four-year schools, or through college-to-college transfer from Arts & Sciences.

A few short years ago, an

Undergraduate Task Force made up of faculty and administrative staff was created to analyze our existing strengths and weaknesses, plus assess the "best practices" of other four-year programs across the country. We began to dream about what our school could become with additional students who would be part of the business school community for four years. But first, we had to look at what we could improve and what we could add, while focusing on being a top-notch business school in our region. Our goal was to deliver "Rigor, Relevance, Focus, and Flexibility," or "R2F2."

**Rigor** addresses academic quality. Students should feel and get the same level of rigor as an Ivy League school.

**Continued on page 3 as *Enhancing the Student Experience***

## South Africa '09: Education or Just Plain Fun?

**Nathan Levinson, Associate Dean for Finance and Administration**

In March 2009, 75 students, staff and faculty from Rutgers-Camden left John F. Kennedy Airport for the 17 hour flight bound for Johannesburg and Cape Town, South Africa.

This trip was developed some 15 years ago to provide students in the School of Business a unique study-abroad opportunity. At that time, South Africa had a new beginning – just coming out of apartheid and

moving towards a state bound by democracy. Since that first trip many things have changed, and yet much has stayed the same.

The 2009 Rutgers-Camden contingent was made up of several disciplines/areas: business, literature, law, and student affairs. Each group had its specific agenda of academic-based meetings.

For example, the Business School visited Coca-Cola South Africa, the Port Authority in Cape Town and

various Black Enterprise (a government-subsidized program) organizations.

The student affairs program (a community service based approach) visited schools and foundations to help them paint, clean, plant, etc.

**Continued on page 5 as *South Africa***

## Don't Fret, There are Jobs to Get

**Laura Rainey, Finance Major, Class of 2010**



Around campus, a common topic for conversation is the economy's destructive effect on the job market. Many soon-to-be graduates are discussing their fear and apprehension of landing those dream jobs they set out for from the beginning of their college careers. It is not easy to remain optimistic with different media exploding with depressing headlines.

But do not fret just yet, because even though there is a declining rate of employment, there are still available jobs. Within any type of job market, some work-

ers will switch careers or retire. Mac Cenedella, founder of TheLadders.com, states in a Time magazine article that "even in a downturn, there is still a 20% to 25% natural turnover per year."

Cenedella also suggests three tips for job hunting in this environment. First, job openings are attracting a larger number of resumes than usual, and companies are managing this problem by scanning the resumes for keywords. Therefore, job seekers must use certain terms that will unquestionably catch the attention of

recruiters. Second, one should seek expert advice in creating and refining his or her resume. Rutgers Career Center offers solid counseling for preparing resumes. Third, graduates must be flexible and tolerant. This may entail accepting a job below the earnings desired. Even though the job market looks grim, there are sufficient ways to prepare. So let your confidence propel your graduate cap high into the air!

## Make a Toast and Fear No More

**Kelly Guida, Marketing Major, Class of 2010**

Glossophobia is the fear of public speaking, which is, unfortunately, way too common. Public speaking is, by far, the most important asset to a successful future in the business world. The only thing to make a person better and more comfortable is, simply, practice. Toastmasters International is an organization to help business professionals and students feel comfortable on stage. Not only does this look great on a resume, but you will see your speaking talent improve in no time. Still not convinced? With a small bi-annual payment, your resume can consist of one more statement explaining your capabilities. Members of Toastmasters are available to listen, to help you, critique you and lead you to a successful career. Approximately one day per week, a meeting is held at a designated location and the group will discuss together what will be done that night. Usually, to begin, there will be a few prepared speeches for those who are working

toward specific awards and achievements. For example, a competent communicator is someone who has presented ten speeches and, afterwards, is evaluated. A competent leader is someone who has fulfilled duties such as: evaluating, timing speakers, critiquing, and taking a role of any sort in helping others.



Imagine being in an elevator with the C.E.O of your company, and you freeze, nothing comes to mind for what you can talk about. That two minute elevator ride eventually feels like an hour, due to the awkward moment of silence. That is what table topics are for. A topic will

be given to you about any topic in the world, and you will speak on it for one to two minutes. At first, of course, it is difficult. After this is done for a couple of weeks, you will be a professional, and coming up with random conversations will be a piece of cake. There are contests of all sorts in which you can achieve awards, and again, have a new addition to the resume. Toastmasters are in 92 countries, and consist of over 235,000 members. There are meeting locations almost everywhere, and if, for some reason, there is not one near you, start your own! For more information on Toastmasters International, go to [Toastmasters.org](http://Toastmasters.org), and with any questions at all, please feel free to email Kelly at: [toastmasters38@gmail.com](mailto:toastmasters38@gmail.com). This is not something to think about, it is something to do!

---

*"Public speaking is, by far, the most important asset to a successful future in the business world."*

## Enhancing the Student Experience for Our Future Business Leaders

### Continued from page 1

**Relevance** appeals to the market providers for jobs and, in doing so, would appeal to seekers of jobs and promotions. **Focus** allows our students to specialize in their areas of interest, tailor-make a business minor, and choose internships, honors thesis, or independent research within their chosen major. And **Flexibility** creates rigorous majors that operate in modules, conveniently designed and well-planned for our transfer and employed students to complete their degrees with minimal obstacles.

We also studied the possible questions that first-year students may have. We learned that many know that they want to major in business, but are not entirely clear on which part of the business would suit them the best. In order to help them hone their skills and make a wise decision, a “Business Essentials” course was developed as the first business course that freshmen would take. This course mirrors our “capstone,” or final cumulative business course taken by all majors, called “Business Policy.” We hoped that this matched structure would introduce all major business areas from day one, culminating in the integration of all our courses in Business Policy.

In the first “Business Essentials” course last fall, students learned about such subjects as raising capital, data mining, the economics of consumer decision-making, financial statement analysis, contract and negligence law, public speaking, effective writing, and critical thinking. The course provides our new students with a solid foundation to think, lead, and achieve as they delve deeper into their chosen majors.

Professor David Vance, who developed and teaches the course, is uniquely suited to teach this course. As a CPA, a lawyer, and an MBA, he is able to present and integrate many areas of business in a practical and easily understandable manner. A favorite among our instructors, Dave is known to inspire his students to excel and to stretch beyond their capabilities. He recommends that: “*The atti-*

*tude you bring to work, school and life is a bigger determinant of success than almost any other factor. Your attitude is something you CHOOSE every day. Choose wisely.*”

Our students appreciate starting their business studies during their first-year. Marketing major Kim Chen feels that “*It is nice to be able to start taking my business classes early and not have to wait until my junior year.*” Steve Messner, a Management major, adds that he can obtain “*a general idea of what each major is about, and whether or not my chosen major fits me as well as I expected it to.*”

#### Academic Services

In addition to our new four-year program, advising for business students was relocated back to its present position within the Business School in 2006. Locating advising within the School has provided tremendous advantages, and together with the faculty, we are developing a set of “best practices” through a newly formed Academic Services area. Dean Jonathan Muse heads our Academic Services Department, ably assisted by Ms. Kandace Diedrick. Our advising staff emphasizes the student’s responsibility to be informed. That is, we teach you all the skills you need to “*plan your work, and work your plan.*”

Additionally, early intervention, retention programs, and cooperation with the Learning Resource Center have enabled us to be proactive in supporting students and retaining them. Dean Muse developed a “cohort” scheduling system for our first-year students, in which they were scheduled for several courses at the same times. It’s known that students tend to feel more comfortable taking several classes together with their friends, especially when in a new school environment.

Academic Services provides much more than advising. Beginning in Fall 2008, all our busi-

ness students had the opportunity to participate in a series of “brown bag” lunches with the faculty from each major. These informal lunch sessions enabled students to speak directly with our faculty regarding the particulars of a major, what the courses involved, and career paths. Additionally, we formed a Student Executive Advisory Board with members representing all students in the Business School.

#### Real-World Experiences

While students receive exposure to top executives via our annual Guest Professors Week and student organization guest speakers, there are numerous other venues that top business schools utilize. These include real-world course projects, like those found in the course Entrepreneurship: Team Consulting. In that course, student teams work with real companies in providing an analysis of their business. Additionally, in Spring 2009, we will begin a series of lunches with our new “Executive-in Residence,” Mr. Robert Truitt, Retired President, Crown Cork & Seal Company, Inc. Small groups of students will be selected to learn about the career search process in a first-hand discussion and have the chance to interact with Mr. Truitt.

#### The Bottom Line?

Overall, we’ve been excited to add our pioneer first-year class to our heritage transfer students. Our first-year students tell us that it is important to take full advantage of all the opportunities that the Rutgers School of Business-Camden has to offer. Paul Snieckus, a first-year Finance major, is a good example. Paul says, “*I love the small campus atmosphere while being part of a large university. There are plenty of opportunities to get involved in something you are interested in. I have been taking full advantage of what the school has to offer, and in turn have gained more experience than I thought was possible for a first year student.*” Look for Paul at Finance Association meetings and give him your input for our Advisory Board.

---

*“Your attitude is something you CHOOSE every day. Choose wisely.”*

## The Best of the Best

### Dr. Alok Baveja, Professor, Management



Teaching awards are an important way for the School of Business-Camden to recognize and honor faculty who are doing a great job educating and inspiring the students. For the 2007-2008 academic year, the teaching award committee was charged by the Dean to recommend one full-time faculty and one adjunct faculty for the awards.

The committee after discussion thought it was best to have full-time and adjuncts faculty apply for the awards. As part of the application packet the candidates were asked to provide their student teaching evaluations on course

quality, teaching effectiveness and class size for each class they had taught in the last 3 years. In addition, applicants were asked to provide a brief, two-page statement that outlined their areas of impact and/or distinction such as teaching innovations, service to students through teaching large and/or core classes, student mentoring or advising, extra-curricular involvement with student organizations, or significant improvement in evaluations.

The applicants were then ranked by each committee member individually. Finally the committee met as a group to dis-

cuss the top choices in each category - i.e. full-time faculty and adjunct faculty. Based on these discussions, the committee finally recommended names of faculty to the Dean. The Dean endorsed the committee's recommendations and the awardees were officially informed.

The winners of the faculty awards for 2008 were Larry Cantwell, Adjunct Professor, Management, and Dr. Eugene Pilotte, Finance Professor and Vice Dean. The awards were presented to the winners during the School of Business commencement ceremonies in May 2008.

*Want to get more  
out of college?  
Want to develop  
networking  
skills? Join the  
Marketing  
Association at  
Rutgers-Camden*

## Marketing Yourself with the Marketing Association

### Mike Bornfreund, Management Major, Class of 2010

Want to get more out of college? Want to develop networking skills? Want to discuss marketing strategies with those with similar interests and build strong relationships with other students? If you can answer these questions with a "yes", then join the Marketing Association at Rutgers-Camden.

There are numerous opportunities to get involved. Whether you are interested in running for a board position or just becoming an active member, the level of commitment is up to you. Any major is encouraged to join in the association. For just a onetime \$5 fee, you are given a Marketing Association t-shirt and free catered lunches at every meeting.

The Marketing Association has had some great events in the past, as well as some exciting and innovative events in the future. In the past, they have participated

as a team in the Making Strides Against Breast Cancer Walk, in bake sales to benefit various charities, and arranged a free trip to the Kimmel Center, including a behind-the-scenes tour, for Business School students. They also participate in an annual Easter Egg Hunt at DUE Seasons Charter School in Camden, making the days of 240 kids, along with everyone who takes part in planning the event.

On April 30 at Victor's Pub, the Marketing Association sponsored DAM Diabetes, a fundraiser for the Juvenile Diabetes Research Foundation. This event was not only open to just Rutgers students, but to friends, family, and the community as well.

There are many benefits to becoming involved with the Marketing Association. You build strong relationships with faculty and peers, learn to market yourself, gain faculty support, and ulti-

mately, separate yourself from other candidates for potential jobs.

Joshua Ryan, current President of the Marketing Association, attributes his gain in confidence to being involved, and becoming a part of this group enhanced his overall experience at Rutgers. "I was happy to take over such a successful organization, and I look forward to its continued growth."

If you have any questions about joining the Marketing Association, contact Joshua Ryan at [joshryan@camden.rutgers.edu](mailto:joshryan@camden.rutgers.edu), or Dr. Kaufman-Scarborough at [ckaufman@camden.rutgers.edu](mailto:ckaufman@camden.rutgers.edu).



## South Africa '09: Education or Just Plain Fun?

### Continued from page 1

All the academic and service oriented activities give the students and the faculty a strong sense of the challenges and opportunities in a country such as South Africa.

Apart from the academic activities, many of the experiential and fun activities are planned so all the students can be involved. This includes the trip to Langa Township, the visit to Kalksteefontein Primary School, and the safari to Krugar National Park. Langa Township is an area that was designated for black South Africans during apartheid. One of the oldest of the townships in the Cape Town area, it has a population of well over 400,000 people. It also holds the dubious distinction of having one of the highest level of HIV/AIDS rates in South Africa – 40 burials per weekend or 2000 people per year (geography.org). The conditions in the townships range from poor middle class (brick buildings with little basics) to shacks made of sheet metal for walls and a roof. Townships have little source of electricity, no running potable water, few paved roads, and bathroom facilities that are shared in a common area. Many of the heating and cooking is done by paraffin (kerosene), which causes fires, injury, and too often death. The same situation is apparent in another township we visited Soweto (or South Western Township) outside Johannesburg where uprisings started in the 1970's and 80's against apartheid and where two Nobel Peace prize winners lived – Nelson Mandela and Bishop Desmond Tutu.

Included in our visit to Langa was dinner in the township at Lalapa restaurant. Lalapa's owner, Sheila, is a smallish woman with eyes that reflect upon you the lives she has lived and a face that wears the marks of her success

earned through hard work and fortitude. She lives in Langa and is a case study in faith, courage and determination. She allowed Rutgers to take over her restaurant for one evening where we ate good food, drank South African wines, listened to South African music and shared in the bittersweet hospitality of Langa.

Kalksteefontein Primary School was adopted by the School of Business-Camden about six years ago by Dr. Julie Ruth. Dr. Ruth has continually provided the school with donated books, school supplies, instruments (all carried over by students on the trip), and monetary donations raised privately. The children at the school, ages five to twelve, and the administrators showed their gratitude to Rutgers by having an assembly where they sang the United States national anthem and played the donated instruments. The township where the school is located is very poor with gangs, drugs and a high teenage pregnancy rate. The smiles of hope and joy on the children's faces are both an inspiration and motivation for Rutgers School of Business to continue to embrace this school and its efforts.

The safari trip to Krugar National Park is a highlight for all visitors on the Rutgers trip to South Africa. About a five hour drive through the coal mines, orchards, corn fields and mountains north of Johannesburg sits a wild game reserve the size of Rhode Island. It has over 150 species of mammals (including the South African "Big Five" – the African Elephant, Lion, Black Rhinoceros, Cape Buffalo, and Leopard), 500 species of birds and hundreds of reptiles and fish. We broke up into 11 vans (7 people each) to allow for up-close viewing. What a wonderful experience! Families of

elephants, lions with their cubs, monkeys in the trees, African geese, hyenas, wild dogs, hippos, and much more all moving peacefully within their natural environment. The evening at camp inside the park was just as spectacular as the heavens lit up with every star in the night sky. Leaving behind cluttered metropolitan living to enjoy the simple elements of nature led to a feeling of awe and contentment that was hard to leave behind.

Back to the life we have created as we visited the prisons (Robben Island, Constitution Hill) where atrocities of apartheid occurred (hard labor, beatings and violations of dignity), to the places where adjudication and now reconciliation take place, to places of history that were both enlightening and thought provoking as to the future. This idea of truth and reconciliation, although hard to process, is the only alternative to allow the country to move past its abusive history and to allow it to become stronger and ever equal in the challenges for human rights and freedom.

Hopefully it is obvious that the South Africa trip is one that is packed with great experiences and education. It is expertly planned by Cal Maradonna and the South African guide Mohammed Kahn (MK as he was affectionately named by the students). Trips abroad like this and others offered throughout the university cannot be replaced for their value both as a real-life classroom and an opportunity to broaden one's personal horizons. Thank you to South Africa for my experience. Nkosi Sikeleli Africa!




---

*“The smiles of hope and joy on the children’s faces are both an inspiration and motivation.”*

## Reflecting on My Time at Rutgers

**Joshua Fitzpatrick, Marketing Major, Class of 2009**

Well, Graduation 2009 is finally upon us. A time, for most of us, we thought might never arrive. Graduation is a time to look back on the great times we've had at Rutgers University, and to truly be thankful that we have made it to this point, and are now ready to step out into the world and begin the next chapter in our lives.

Well, to say it hasn't been fun and that I wouldn't change a thing is a lie. Things I'd change run through my mind every day, but hindsight is 20/20. My years at Rutgers University – School of Business was an awesome time, made awesome by the people and the experiences. I treasure everything this institution has given me, though I know most of us take it for granted. I have learned something from every teacher, whether it was through direct interaction, or from observing from afar.

College was a very scary and confusing time for most of us. It makes you question what you think you're here to do in life; it makes you question the values your parents have instilled in you; and more devastatingly, it makes you question who you think you are.

We all looked for our niche. Some found theirs right away, and some took a while to catch on; some just created their own. Just as soon as we were all the same, we were suddenly all completely different.

Over the course of four years, we all strayed from our groups knowing perfectly well we'd be right back; all we wanted to do was to see if we could survive in a different jungle. Everyone had their place, like it or not. We knew where we belonged and who we belonged with, and that brought us security in the cruel expanses of college life. I was happy with the friends I thought I had chosen, although later finding out that they might have probably chosen me, which I'm mighty thankful for. It took me a while to be happy and content with my friends. Eventually I learned that these are the people I want to be around and they wanted to be around me, and that's all I could ever ask for.

With all of the amazing times spent with friends and loved ones came the "College" part of our whole journey. If someone had told us that college would involve this much reading, we might have all thought twice about applying.

Study groups turned into all night "cram sessions" with like-minded thinkers all secretly stressing about the upcoming midterm, while trying to remember the formulas for accounting. A lot of us turned into coffee and Redbull drinkers, even when we swore that we would never drink the stuff. Thankfully, Rutgers University thought that it was a good idea to install a Starbucks on campus.

We have gone through a lot to get to this particular moment in time, one that I know I will cherish for a lifetime. A college education, especially now during these trying economic times, is not something to be taken lightly. Enjoy this moment, and when you look back in 20 years, realize that you have no regrets, and that you made your college experience all that it could be!




---

*"A lot of us  
turned into coffee  
and Redbull  
drinkers"*

### Staff Box

**Editor In Chief:**

Mike Bornfreund

**Layout Editor:**

Justin Shanker

**Advisor:**

Dr. Carol Kaufman-Scarborough

**Faculty Coach:**

Professor Daria Torres

**Proofreader:**

Dr. Julie Ruth

**Contributors:**

Elena Bonilla

Joshua Fitzpatrick

Kelly Guida

Nathan Levinson

Laura Rainey

Joshua Ryan