

Minding Your Busine\$\$

Rutgers School of Business - Camden

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Business, Pleasure, or Both?

by Patrick J. Simpson, Management

The age old question: Can you combine business with pleasure? The answer is yes! Over the last academic year I successfully combined the two principles of business and pleasure by taking two business electives abroad, allowing me to travel the world while learning about various cultures in which business is conducted. Business students of Rutgers University have an array of electives they can choose from to complete their major. Some of these courses make it possible to learn about international business hands on by traveling abroad.

In the spring of 2010, I participated in the Rutgers-Camden South Africa course taught by Dr. Julie Ruth. The trip, orchestrated by former Rutgers-Camden Dean of Students Cal Maradonna, consisted of business, law, and service learning students from our campus. During the course and trip we learned about the formal and informal sector of business in South Africa as well as some of the international markets for exports and imports in South Africa. The South Africa international business elective was heavily promoted and advertised on the Camden campus and was a great experience. What many Rutgers-Camden business students don't realize, however, is that there are many more international electives available through the Rutgers Study Abroad Program. These programs enable business students to gain a better understanding of world cultures and history; and even more importantly, how international business *Continued on page 12*

School of Business Walks All Over Cardiovascular Disease

by Katherine Zalan-Korossy, Marketing

This year the Start! Heart Walk was held on October 16, 2010 and all seven student groups of the Rutgers-Camden School of Business were in full support. Now, close your eyes and picture this: It is sunny but only about 60 degrees out, and the blustery winds made it feel more like a sinking 50 degrees. To a heart attack or stroke survivor, it made no difference. To them it was another day given to them by science and research with the help of the American Heart Association. The event is staged by the American Heart Association (AHA) to support their simple yet ambitious mission, "Building healthier lives, free of cardiovascular disease and stroke." They hope that by 2020, their impact will improve the cardiovascular health of all Americans by 20% while reducing heart disease-related deaths by 20%. Through the AHA, health care professionals have improved patient care, advocated for better health, reached out (and still do) to populations at risk, raised awareness, protected future generations, and educated Americans. This year, 35 Rutgers School of Business students came out to Campbell's Field at 7am to help set up for the Start! Heart Walk event and support the mission of the AHA.

At the event, coffee, hot chocolate, apples, and, of course, information about preventing heart disease was made available for all the volunteers and participants. It was a pretty quiet morning while we helped with the event set up *Continued on page 13*

Interested in contributing to

Minding Your Busine\$\$?

We are looking for students from all majors!

If interested, contact:

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Special Report: Meet the Dean

by Michael T. Bruder, Management and Finance

On August 1st, 2010, the School of Business welcomed Jaishankar Ganesh as their new Dean. I recently had a chance to interview Dean Ganesh. The following is a selected excerpt from our conversation.

I understand that you have two undergraduate degrees, in physics and engineering. What inspired you to do your MBA and Ph.D. in business?

Growing up I was very interested in math and physics, as they came to me more naturally than other subjects and so getting an undergraduate degree in physics was an obvious choice, at least for me. Once I graduated, I signed up for a Masters in Physics. I wanted to specialize in theoretical physics; quantum mechanics was my area of interest. I went to teach my first semester and a couple of weeks into it I was thinking "This is way too theoretical." That is when I realized I enjoyed the application side and not the theory side of the subject. I had an exceptional professor in Physics and after having a long chat with him, he told me if I was interested more in the application I should pursue a degree in engineering. Right after finishing my engineering degree I got a job with a high-tech firm that made instruments for research and design labs. I started as an engineer but by happenstance I started to interact more and more with the customers. I started to enjoy these interactions and I was very good at them. I knew that I really enjoyed this work, but I didn't have any formal education on the business side of the job. I knew I was good at it, but I didn't know why I was good at it. It was at this point that I decided I needed to pursue an MBA to learn the business side of the equation. So, it was more of my work experience that got me excited about entering the business field.

That being said, a lot of people recommend waiting to pursue an MBA until they have some work experience, and it sounds like you fall into that camp?

Absolutely! I'm a huge, huge believer that you need to have at least a couple of years experience before you go back for your MBA. Not that it's required, but I think you will enjoy your MBA experience much, much better with a couple of years of work experience.

Is there anyone who presently inspires

you as a leader? As a leader yourself, is there anyone whose actions or lessons you draw on?

There are several people, but to me there is not an individual person. There are ideas and thoughts that you find along that way that make you think. Definitely for me, a big childhood hero was Mother Teresa. The very idea of somebody giving up everything, then coming and working in the poorest parts of the world and in an area where even the people who live and work there dread it; for her to come and work there was mind blowing. So from that stage, people from Mother Theresa to Gandhi, and even more recently there are people you read about who touch you in very different ways. I don't seek out individuals as mentors; it is thoughts and ideas that I gravitate to.

Would you like to teach in the future?

I would love to. All through my time, even when I was an Associate Dean for the last six years juggling multiple things, I always had at least one class I was teaching. The last few years I've taught more at the graduate level and I've always had graduate students working on their doctoral thesis with me.

So what is your typical day like?

(Laughing.)

I'm guessing there is no such thing as a typical day for you, is there?

There is no such thing as a typical day, but I can give you an example. A day right now might be a mix of meetings and work-

shops. There are three or four things I am constantly looking at. The daily operations, enrollment and next year's growth models – how are we doing for next year, and branding and marketing of our business.

Branding and marketing are in your background, aren't they?

Yes, that's a big aspect of what I do. I am spending a big chunk of my time on our brand. Also, I am focusing on our AACSB (Association to Advance Collegiate Schools of Business) accreditation. I want to make sure that we are on target when we go for review. They have reduced the review cycle from a seven-year cycle to a five-year cycle. We are in the second year of the five-year cycle. We are doing well, and there is nothing to be worried about, but at the same time the AACSB is one of those things that differentiates us and we cannot afford to lose it.

I would like to move on to a couple of questions about the Rutgers – Camden School of Business campus. I've heard President McCormick speak many times about the effects of state budget cuts and how they are affecting Rutgers. Our enrollment is climbing even as our state funding is falling. I understand at the University of Central Florida you were able to take their Executive Development center and boost their revenue from \$300,000 to \$3.5 million in a five-year period. That's quite an accomplishment.

That is correct. When I left it was slightly north of four million.

That's a return most businesses can't even



Dean Ganesh (upper center) with a group of student leaders at Campbell's Field.

achieve! So have you begun to identify projects here that have similar potential?

Absolutely, all these programs are a joint initiative between the faculty, what the marketplace wants, and what we can do in a manner that differentiates us – makes us leaders. We have been talking to faculty members and coming up with ideas. One is offering a Professional Masters in Business Administration, but taking it to clusters of companies, actively taking Rutgers to businesses.

How do you feel about the offering of online classes?

My take on online classes is that they are good, if they are offered in areas that lend themselves to online instruction. I'm not a huge believer in online courses for the sake of online courses. Also, I'm not a huge believer of making an entire degree program online if it does not lend itself to it. There are, however, some classes that do lend themselves to the online format. I'm more excited about hybrid classes where you meet both online and in a classroom. It brings together the richness of both online and classroom instruction. At the same time, I'm not totally opposed to select classes offered online, again as long as the class and content lend themselves to the format and student learning is actually enhanced by the format.

Moving on, where do you see Rutgers' place in the community? Not just in the business world, but in the surrounding community of Camden?

We have been doing a very good job in the community, particularly with Chancellor Pritchett coming on board. The importance of civic engagement, the importance of private-public partnership, the importance of building the city of Camden and making it an integral part of the Rutgers community has really become huge. It's a big priority of ours. I see us continuing and enhancing that effort. Some of our projects right now – we have entrepreneurship classes where students are doing projects and working on business cases sourced from the Camden community. We are also doing a lot through our Small Business Development Center (SBDC). The SBDC has been an exceptional player in the area and I want to do more with our SBDC and entrepreneurship classes. It behooves us, being in a city of this nature, being a stone's throw away from Philly, being located centrally between Washington, D.C. and New York City. We are properly placed to have an exceptional integration of the cities and

university community.

You've only been with Rutgers since August 1st. In this short amount of time has anything stood out that makes Rutgers unique, besides the brand as you just talked about?

Yes, there are three things I'd like to touch on. First, the quality and passion of the faculty and staff. Second, how involved and overall friendly the administrators are. Third, and this one still blows my mind, the passion of the students and alumni of this school and this campus. I am not kidding!

Okay, so where are we going? I mean specifically – where is the School of Business going in the next three to five years?

This is the way I look at it. First, I want us to be the school of choice for every high school student who is considering business as a career. I want Rutgers School of Business - Camden to be a school of choice. We should not be a second, third, fourth option; we should be the school of choice. I want to focus on all we need to do in terms of getting high school students involved, in having them identify with us – building awareness of our campus.

Second, Rutgers School of Business should be out there in the community, in the business world. We should be the "business education partner" for the Delaware Valley. Companies in Camden, Philadelphia, Atlantic City, South Jersey, really anywhere in the Delaware Valley – when they think of any type of executive education they will think of the Rutgers School of Business – Camden. If you think business, you're going to think of us.

Third, I want our faculty and our students to have pride. We want the business community and the alumni to identify themselves with us. They are doing a lot and I want to proactively reach out and build on these relationships with the alumni and the business community. That's the only way we can spread the word of who we are and build on our strengths.

If we can get these three things done in the next three to five years we will be in great shape.

What is your biggest advice for incoming freshman in the School of Business?

I would say three things to them. First, get involved. Get involved in student activities, associations, and become a part of this campus. Soak everything in. Second, plan; plan your courses, your curriculum,

and your schedule. Think today about your graduation day four years from now. Go to an advisor from day one. Don't wait until you are a junior or a senior to think "Where do I stand?" Start now. Third, don't ever underestimate the value of real-world application while you are studying. Whether it is in the form of internships, workshops, class projects, or work-study assignments and co-ops; if you get an opportunity to do real-world problems, and an internship is a big one, seize the opportunity and do it.

And finally, what parting advice would you have for seniors?

For seniors, first you need to network. By now you have been introduced to the concept of networking. You have become professionals in it and now you have to get out there and do it. Second, work on your communication skills – you may be the smartest student in the world but you need to be able to articulate that. Very early as seniors you need to realize if communication is one of your weak points that you need to work on improving it. So, if you have presentations in your classes, volunteer to be the one who is doing most of the presentation. You need to work on both your written and verbal communications. They are both extremely critical.

If I can interject – write for the newspaper perhaps?

Yes! You have to be able to communicate. Always keep in the back of your mind: we are in a global marketplace. We are not competing among just the graduates from New Jersey and Philadelphia. We are in a global marketplace so we have to look at opportunities across the globe. Hopefully you will take advantage of the many opportunities we offer, such as our course and trip to South Africa or Brazil. They may spark an interest in you to look at opportunities outside of New Jersey, or even within New Jersey that have an international focus. Don't limit yourself to a zip code.

Is there anything I haven't touched on that you would like anyone to know?

I think you have touched on every aspect. Let me say, I love being here – I am very excited about it. I am passionate about what I do, and the people here – students, staff, faculty – are so friendly, so involved and it makes the job that much more of a pleasure. I am very confident to make the statement: We will achieve our goals – what we've set out to do in the next three to five years. We will build on our successes and become a stronger and bigger brand, an even better business school.

The Greener Side of Whole Foods Market

by Jillian Hough, Mathematics

With concerns of global warming on the rise, many companies are changing to a greener way of business. One food retailer is taking the lead in helping our environment.

Whole Foods Market has made a wonderful number of contributions to making our world a little greener. The company strives to follow the 3 R's rule: Reduce, Reuse, and Recycle. By following this rule Whole Foods has reduced their landfill waste by 75%. The company has already banned the use of disposable plastic grocery bags, opting instead to use brown paper bags (which can be reused or recycled by the consumer) or reusable shopping bags. To encourage their consumers to bring their own reusable shopping bags, they refund a nickel for each bag used towards their final bill. Whole Foods also sells and promotes the use of their own reusable bag, or as they put it, "A Better Bag." These bags are made from 80% post-consumer plastic bottles; a typical bag is made from two or three 20-ounce plastic bottles. Another way Whole Foods is helping our planet is by using biodegradable utensils in their dining area to reduce waste. To reduce energy consumption the company has replaced disposable batteries with rechargeable ones and instituted the use of power monitors. They also promote recycling in surrounding communities by conducting recycling drives for consumers' home electronic devices.

Whole Foods was the first major retailer to offset 100% of their energy with

wind energy credits, an act which won them the Environmental Protection Agency's "Green Power Partner of the Year" designation in the years of 2006 and 2007. Along with offsetting their energy use with wind power, individual stores also use solar energy. The use of solar energy helps avoid approximately 1,650 tons of CO₂ emissions (which is equivalent to removing 440 cars from the road) and the typical solar system produces 2.2 million kilowatt hours for over 20 years. The Whole Foods in Edgewater, New Jersey, for example, uses 14,000 square feet of solar panels to help power their store.



Not only are green business practices found inside the store, they are also embedded in the building's design. Whole Foods uses a green building design

that reduces the use of the Earth's raw materials and the amount of toxic resins and volatile organic compounds found in many common building materials such as laminates, paints, and carpeting. New stores are built with the use of medium density fiberboard made from 100% recovered and recycled wood fiber; a natural linoleum product known as Marmoleum, and Forest Stewardship Council Certified wood. An example of this is their store in Sarasota, Florida which received the Leadership in Energy and Environmental Design (LEED) Silver Certification. This store was the first environmentally-friendly supermarket. As of March 2010, Whole Foods has ten stores that have received a LEED certification.

When most people think of Whole Foods, they think of organic food. The organic agriculture process used to produce such food saves energy by reducing the use of fossil fuels and bans the use of pesticides, herbicides and any other type of poison. This helps avoid a runoff of toxic chemicals into the water supply. Whole Foods' environmentally friendly goals are constantly evolving. They are in the process of finding even more innovative ways to help save the planet with current initiatives including biodegradable food packaging, using only Earth friendly cleaning products in their stores, and printing on recycled paper with soy ink. This is only the beginning for Whole Foods Market and they are setting an example for other food markets to follow in aiming to reduce their carbon footprints.

Did you know?

- It takes 80-100 years for an aluminum can to decompose in a landfill.
- Aluminum cans can be recycled into soda cans, pie plates, license plates, thumbtacks, aluminum foil, and many other items.
- Recycling one aluminum can can save enough energy to power a TV for up to three hours.
- In the year 2000, 13,500 aluminum cans were recycled every minute in California.
- Glass takes over 1,000,000 years to decompose in a landfill.
- Glass can be recycled into jars, jewelry, bottles, dishes, drinking glasses, coffee mugs and many other items.
- It can take up to 700 years for plastic to decompose (break down) in a landfill.
- PET plastic can be recycled into clothing, fiberfill for sleeping bags, toys, stuffed animals, rulers and more.

Source: <http://recyclingfacts.org/>

Teamwork in and Beyond the Classroom

by Sade C. van Wijk, *Finance and Management*

Universities everywhere are struggling to keep up with globalization and the importance of teamwork, and as a result students are beginning to see more group projects as key components to their courses. Yet, many students are frustrated as soon as they open up their syllabus and see the words “group project” arise. Questions about who your teammates will be and if they will be cooperative and productive are often the first thoughts that come to mind. How often have you had to deal with a slacker in your group or bad communications between team mates, and then wound up struggling just to produce something, much than less the desired result? In business, globalization and teamwork go hand in hand. As students we need to be willing to overcome our fear of group projects and transform ourselves into successful team players in order to compete in today’s increasingly global and team-centric world.

In order to be a good team player it is important to first identify yourself. What are your strengths and weaknesses?

Are you an introvert or extravert? To go a step further, in what city, state, and country did you grow up? It is no secret that as a more individualistic society, people in the United States are raised with more focus on their personal scores and individual achievements. This learned behavior starts with simple things like sports; team sports in particular. The competitive individual behavior we learn in childhood sports is the same attitude we take into the classroom years later.

One thing I have noticed in my own classes is that international students have a tendency to form a group with each other. Last semester, I recall one specific group project from one of my courses. My group was comprised of seven people and we were all from different countries. The first couple of weeks we struggled with conflicting personalities, schedules, and communication. However, after one of our group meetings we began to realize the unique qualities we each had. By identifying everyone’s unique qualities we were able to create a role that fit each group

member’s talent and skills. The project ended up being a great success!

Being in a group does not mean you must give up your personal leadership skills or exercise less personal creativity. If a group takes some time to get to know each member’s skills and assigns everyone a role to match their skills, each member will be better focused and able excel at their role within the group. Working in teams will not only help you by bringing new ideas to the table, it will also teach you to be more open minded, adaptive, accepting, and innovative. Most successful organizations have embraced teamwork and integrated it into their daily practices. Starbucks is an excellent example of this. Keep in mind the future relationships, business partners, and organizations you can build with successful teamwork. In the end, we all have the same goal – obtain a degree and then find a job that suits us. The next time you open your syllabus and see the words “group project,” don’t fret; working in groups is one of the best ways we can help each other reach our goals.

Professor Spotlight: Ken Kendall – The Titan of Technology

by Steven Byrd, *Marketing and Management*

Rutgers has a great collection of phenomenal faculty. I had a chance to interview one such professor, Dr. Ken Kendall, about his background and discipline. He has been teaching e-commerce, information technology, and management information systems at Rutgers for 22 years.

Dr. Kendall is known throughout the world for his work. In fact, just this year, he was recognized by the Association for Information Technology Professionals as “Educator of the Year for 2010 in Information Systems” for his leadership in teaching, research and service. This award is only given to one person in the world every year and he is the only faculty in the state to receive this award. “I am doubly proud and honored to represent both Rutgers and New Jersey,” said Kendall. More information about the award can be found on EDSIG’s official site at <http://www.aitp-edsig.org/educator/eoy.htm>

Dr. Kendall has co-authored with his wife, SBC faculty member Dr. Julie

Kendall, [Systems Analysis and Design](#), now in its 8th edition. Dr. Kendall relayed, “It’s used all over the world, and has Spanish, Chinese, and Indonesian translations.”

Dr. Kendall is also heavily involved in non-profit research. He was the original systems designer for several American Red Cross affiliated regional blood banks. Most recently he has become involved with e-commerce and off-Broadway theaters. He provides advice on website design, attracting patrons, and distributing information.

I concluded my interview with Dr. Kendall by asking him what advice he would give to students pursuing e-commerce and IT careers. His response, “Most problems are business problems. It is so important that students have an understanding of how businesses operate. They have to understand both computers and people. I teach my students to be champions of technology. I encourage them to be creative so they can carry that through into their careers.” We are fortu-

nate to have such a titan of technology here on campus.



A Group for Every Interest.....

Getting involved in student groups is one of the best things you can do while at Rutgers. Many students may be surprised to learn there are six independent student groups in the School of Business. We recently caught up with an offi-

cer from each organization and asked them to describe their experiences and tell our readers about the benefits of membership. Of course, you won't see a section for Minding Your Busine\$\$ below, but we are always welcoming new writers and editors.

Being a part of Minding Your Busine\$\$ is an excellent way to boost your writing skills, learn more about topics you chose, and enhance your résumé. Contact myb1@camden.rutgers.edu to become a part of our team.

Accounting Society

by Daniel Moore, President – Accounting Society, dmoore12@camden.rutgers.edu

The Accounting Society is a student organization open to everyone at Rutgers-Camden. The Society consists of a diverse group of members and leaders with various career paths and future goals. While the Society's main focus is to spread knowledge regarding accounting-related matters, it is not limited to accountancy. The Society also promotes and encourages achieving academic excellence, succeeding in business development, strengthening the Rutgers community, and participating in acts of philanthropy throughout our region and world.

The Accounting Society typically holds between four and six meetings each semester. These gatherings consist of

guest speakers, sometimes within but more often outside the Rutgers faculty, with the goal of sharing information with members on how to apply skills learned in the classroom to the real world. Speakers are invited from various public accounting firms, private companies, and government institutions. Many topics are discussed including: careers offered in a representative's company or industry, writing résumés, interviewing, landing a job, taking and passing professional examinations, succeeding in an occupation, global sustainability, changing and emerging job markets, and higher education. Meetings tend to begin with a presentation and then open for a Q and A session. Aside from meetings, the Accounting Society invites

members to participate in initiatives and events put together by the School of Business student leaders each semester. In the past the Society has also gone on field trips and co-sponsored competitions such as the Intercollegiate Accounting Jeopardy Tournament.

The Accounting Society would like to invite anyone who has an interest in learning more about accounting or business to join us. We strive to bring in speakers that will interest and enlighten our members, so please come out and help us show them the quality and quantity of students Rutgers-Camden has to offer. Please feel free to contact me if you have any questions or would like to join.

Beta Alpha Psi (Accounting, Finance, and MIS Honorary Organization)

by Michael Bruder, President – Beta Alpha Psi, bap@camden.rutgers.edu

Beta Alpha Psi is an active honorary organization for students majoring in Accounting, Finance, or MIS. We are a nationally and internationally recognized organization founded in 1919. By 2011, there will be 289 chapters on college and university campuses with over 300,000 members initiated since Beta Alpha Psi's formation.

The primary objective of Beta Alpha Psi is to recognize and encourage scholastic and professional excellence. We offer members a chance to meet profes-

sionals who are currently working in the field, network with other students, and get involved in the surrounding community. Through both service and professional events we encourage a sense of ethical, social, and public responsibility.

We offer our members a number of exciting events throughout the year. Typically, we host six meetings each semester (each with their own excellent speaker), sponsor and coordinate two or more major service projects in our community, and participate in a number of other

campus-wide projects.

By joining Beta Alpha Psi, you will be setting yourself apart on job searches, giving back to the community, and enhancing your professional development. Beta Alpha Psi members are recognized as among the best and the brightest in their respective majors and as such there are entrance requirements. A cumulative GPA of a 3.0 is a must and a full list of requirements can be found at our website:

<http://clam.rutgers.edu/~bap/>

E-commerce Society

A representative from the E-commerce society was not available as of press time. The following information was obtained from their official Facebook.com website:

“The E-Commerce Society of Rutgers University – Camden is an organization focusing on the emerging e-commerce industries and the globalization of business. “

Interested persons should contact President, Jenna Rossi, for more information: jaiilee@camden.rutgers.edu

.....Find Your Passion and Get Involved!

Management Association

by David Atis, President – Management Association, datis@camden.rutgers.edu

The first time I heard of the Management Association was before my senior year of high school. I was in a summer program called BizEd that was held at the School of Business and I learned that there was an organization that was related to my major. A few months later, I attended one of their meetings and learned quite a bit. It was that day when I decided regardless of the application process, I was getting into Rutgers-Camden. After being accepted I immediately joined the Management Association in my first year. By the second year I was chosen to be president of the association.

The organization's goal is to pro-

vide students interested in management with the opportunity to be exposed in the field through speakers, events, and trips. Because management is very broad, we have had a variety of speakers from different business fields ranging from executives from TD Bank and Six Flags, small business owners, a recruiter from Enterprise Rent-A-Car, and a facility manager specializing in the GMAT from the University City Kaplan Center. In the past we have had fun learning off campus as well by taking trips to a TD Bank corporate building and Six Flags. At TD, we took a tour of their call center, learning about their operations. At Six Flags we met three

executives and then had some fun exploring the park.

The Management Association is such a great organization to be a part of because of how much you can learn. As students, we need to take the opportunity to utilize the resources that are offered to us and I believe that joining our organization is one of the best ways to do so. Come with your friends, network with speakers, and even get free lunch. Let the Management Association be one of your tools in becoming a successful Rutgers student. Please feel free to contact me if you have any questions or would like to join.

Marketing Association

by Jessica Saily, Director of Philanthropy – Marketing Association

If you are looking to get more involved on campus, the Rutgers-Camden Marketing Association is a great organization to join. We are not solely for marketing majors; we encourage students from any major to join. We can help you with résumé writing, teach you how to network, and introduce you to a quality group of students and future friends. You will get to build relationships outside of the classroom with peers who possess the same interests and career aspirations as you. There are opportunities for members to

demonstrate and build on leadership skills through our many officer positions.

We have excellent guest speakers at every meeting that will give you insight to various parts of the marketing world. You get to hear about their experiences and learn what you can do to help yourself succeed. We want to enhance everyone's knowledge about the world of marketing, provide a networking base for employment and internship opportunities, and expose students to their full potential.

Our association is very active both on and off campus; we do fundraisers, such as our annual end-of-the-year event for juvenile diabetes at The Victor. We have one meeting a month during free period and we have also started adding meetings at 5 pm to accommodate those who are not on campus during the day. Joining the Marketing Association will surely broaden your experience here at Rutgers. For more information please contact the association's president, Jason Marsdale: jasonmar@camden.rutgers.edu

Student Finance Association

by Michael Foresta, Treasurer – Student Finance Association

Do you want to work on Wall Street? Do you want to know how to put your money to work? If so, then you should consider joining the Student Finance Association (SFA) here at Rutgers. The SFA is open to all majors and is an excellent complement for any student majoring in Finance. Last December, we went to the Federal Reserve in Philadelphia and learned about the Fed's role in the economy. In April, we took a trip to Wall Street and visited a museum dedi-

cated to money and securities. We also toured the financial district in New York. Earlier this semester we took a trip to the movies to see the highly anticipated sequel, Wall Street: Money Never Sleeps.

One ongoing activity that the club is involved in is the virtual stock trading program on Updown.com. For those not familiar, Updown.com gives participants a virtual million dollars in the stock market to invest. The website operates just like

the real market with options to buy, sell and short-sell any stock. If your portfolio averages outperform the market, you will receive real money. We plan to have meetings for everyone to show us their strategies and picks, so no one is left in the dark. If you want to be in on the action of the club, please email the association's president, Paul Snieckus at snieckus@camden.rutgers.edu to join our list. Feel free to bring your ideas to club too. We always welcome suggestions.

The Value of the New CPA Exam

by Daniel Moore, Accounting and Finance

On January 1, 2011 the new CPA exam will undergo major revisions. Many students and professionals hoping to become Certified Public Accountants within the next year or two view this as a burden. I, however, think this is a great opportunity for the newest members in the public accounting field to separate themselves from the experienced “old timers” of the business.

Unemployment is still high and, even though accounting is a growing field, the number of students graduating with degrees in accountancy is growing as well. Public accounting is a field that has a reputation for being complex, highly competitive, and difficult to land a job in. Fortunately for some, it is also a sector of the economy that has weathered the storm of the recession better than many others. This stability is mainly due to the constant need for services such as tax and audit regardless of the current business cycle, as well as the nature of the overall economy. Since the financial crisis of 2008, many people previously employed in jobs tied to the financial markets have had to reposition themselves in other white collar areas. Many of these individuals have been able to leverage their industry experience and financial backgrounds to enter the accounting field and find new careers specializing in tax, consulting, advisory, risk, information technology and audit.

My idea to write this article was sparked when a friend of mine urged me to take the CPA exam while still in college to avoid the upcoming modifications. He had seen ads from CPA review courses encouraging students to hurry up and sign up for their classes before the changes occurred. He went on to say he had read an ad from one CPA review course stating that with their course students would have

a better chance to pass the current exam than the 2011 exam. They attributed this to the fact that they could not provide sample questions for some of the added material on the new exam. He raised some good points and almost had me sold, but I could not get past the idea of taking an exam that would be obsolete in a few months, regardless of the fact that the certificate would still be valid.

To me, writing résumés, interviewing for jobs, and being able to rise in a company is all about performance and standing out from the competition. Taking this into consideration I am always looking for things I can learn to differentiate myself from other candidates when competing for a position or promotion. The new material on the CPA exam made me think back to this philosophy and I decided that I would master the new content and be part of the first group of applicants to complete the new exam. Keeping the CPA certification requires every CPA to take courses every so often to learn the changes themselves and some might say this would limit the value of taking the new exam. However, I would counter that senior CPAs would rather have an employee who already knows the material they will have to soon learn themselves.

Now, let's discuss some of the changes you will see in the new exam. A new section on International Financial Reporting Standards (IFRS) is being added to the Financial Accounting and Reporting (FAR) section of the test and is probably the hottest topic regarding the new CPA exam. This replaces the Generally Accepted Accounting Principles (GAAP) which has been the standard that U.S. accountants have used their entire careers; it is also what has always been tested on the FAR portion of the exam. The new CPA

exam plans for the eventual U.S. adoption of the international set of accounting rules. This is a move that nations across the globe have already made or are planning to make in the near future. Again many look at this dynamic as an encumbrance, but I see it differently. Because this is an area with few experts and high demand in our ever-growing global economy, I see this as an opportunity to differentiate myself. This same principle applies to the new Corporate Governance and refined Information Systems topics being implemented into the Business Environment and Concepts section of the exam. Because Corporate Governance is emphasized more than ever before, and information systems are changing and increasingly intertwined with accounting, it makes sense that we are being expected to be proficient in these areas as new graduates.

Everyone in accounting knows that there is a huge benefit to having a CPA license, but it also carries deeper meaning. The CPA exam acts as an equalizer for students coming from different colleges and academic backgrounds. It bestows a title that promises excellence and trust. The United States is still recovering from a serious financial downturn. Now, more than ever, the country and the world are looking for professionals that have designations and certifications backing their education and experience. The true value of the CPA license is not in monetary gains or its ability to land you in a high profile job; it is the respect and confidence it garners for you from others. This is why I have chosen to take the new exam and enter the workforce as up to date and knowledgeable as possible.

Minding Your Busine\$\$ Wants Your Talent!

- Showcase your talent, build your résumé, and contribute to the campus community.
- We are currently seeking writers, editors, cartoonists, puzzle makers, and others for the Fall 2010 semester.
 - All students are welcome to contribute; you do not need to be enrolled in the Business School.
 - This is your chance to build your communication skills and impress future recruiters.

Get involved by contacting editor Michael Bruder at myb1@camden.rutgers.edu

Taking the INITIATIVE to Manage YOUR Investment in Education

by Jason Marsdale, Marketing

As we begin a new year in our college career, now is the perfect time to make sure you are getting the most out of your time here at Rutgers. Even as an active student finishing up my senior year I feel that I am learning of additional resources or activities that I can be involved in to better prepare for my profession life after graduation. Prior to my transfer to Rutgers University, I limited my time in school to nothing more than class and the occasional off-site meeting to work on a group assignment. After transferring to Rutgers School of Business - Camden (RSBC) I realized the importance of getting involved. Being involved has helped me in a number of different areas. Whether it has been acquiring and improving leadership skills or getting letters of recommendations, being active on campus during my time at Rutgers has had a big impact. You need to be involved to get the most out of your time here.

In an effort to outline key points involved in getting the most out of your Rutgers education I interviewed RSBC Academic Services staff members Assistant Dean Jonathan Muse, Student Development Specialist, Kandace Diedrick, and Secretary, Viola Brooks. I've outlined some of their responses below.

First, there were two points made that directly support what I've said about the importance of being involved, and both start with you, what you are interested in and what you are willing and want to work toward.

Establishing a strong, "commitment to your education," said Dean Muse, is of paramount importance. With that commitment, he suggests, "Have the experience of being involved and making it real."

***"You have specific interests, so network with those who share those same interests."* —Ms. Diedrick**

The farther you get into your major(s) the more specialized you become. Pay attention to your strengths in education and select the courses that will benefit you the most, maybe even some that will allow you to turn a weakness into a strength. Joining some of the RSBC business associations allows you to immerse

yourself in a crowd of young professionals preparing for that profession.

The advisors in the School of Business are here to help and guide you, but ultimately YOU must be responsible for YOUR plan. Dean Muse is famous for saying, "Plan your work and work your plan!"

Advisors are not here to make choices for students; they are here to provide assistance in effectively mapping out student progress through the curriculum.

***"We do best with knowledgeable and informed students."* —Dean Muse**

As you move forward here at RSBC there are several things to stay on top of. Business students and pre-business students alike need to take the time to become familiar with the RSBC website, <http://camden-sbc.rutgers.edu/>, as this is an excellent source for investigating your major(s) of interest. Use the site to lay out your personal game plan. Form a list of interests and questions so you are prepared to speak with advisors. If you are a pre-business major your first appointment with the RSBC Academic staff should take place once 30 credits are reached.

***"Most people will get one good chance in their lives: one good chance to do what you want to do, and be the person you want to be. And the key for you is to be ready when your chance comes. Be ready when that chance comes!"* —Dean Muse**

When asked to summarize the goal of our Academic Services unit, Dean Muse replied, "To help you look at your academic plan as a whole and move toward execution."

There were several specific questions that I asked our RSBC Academic services staff.

Q: What impresses you the most when a student comes in for an appointment?

A: Ms. Diedrick stated, "Planning and preparation." Know what you want so you can ask the right questions.

Q: What is the most useful business elective that business majors should consider?

A: Ms. Diedrick replied, "The one that is going to give you the skills you need most in whatever job you are pursuing." Re-

search your future jobs and determine what skills recruiters look for most.

Q: If you had to pick one thing, what do you feel our best students are doing and others should focus on improving?

A: Mrs. Brooks responded with, "Participating." There are a lot of different ways to get involved in our School and on campus including through the Business Leader Development Program, RSBC student associations, writing an honors thesis, writing for the newspaper, etc. Get involved and become known on a first-name basis. Doing so means that when opportunities present themselves, you will be the first person who comes to mind for that opportunity.

If you have done everything that you are supposed to do, you should have a clear roadmap for graduation. If you don't know, take the initiative to find your interests and prepare a plan now, before it's too late.

"Plan your work, and work your plan."

—Dean Muse

When making an appointment:

- ⇒ Have a plan in mind as to why you want an appointment. What is your goal for the appointment?
- ⇒ Before setting an appointment, check the RSBC website to determine if your answer is on the site, or to better prepare for your questions.
- ⇒ Visit Mrs. Brooks at the 2nd floor RSBC reception desk and schedule an appointment.
- ⇒ Be sure to accurately fill out your curriculum worksheet (found on the RSBC website or in the RSBC office) so you are prepared to speak with the advisors.
- ⇒ Be on time to your appointment. Just as your time is extremely important, you do not want to be late and take time away from another student's appointment.
- ⇒ Be courteous. In most aspects of life, when you are courteous you get treated much better. When you act otherwise, you will likely discourage others from helping you.

Travel and Work: Is it Tourism?

by Patrick J. Simpson, Management

The non-profit organization, British Universities North America Club (BUNAC), has helped students work and volunteer abroad since 1962. BUNAC embraced the concept of globalization well before it was a popular business trend. For 48 years this non-profit organization has encouraged and aided young people in experiencing the world, not as tourist for a short period, but rather it has helped them obtain the necessary legal documents to live in foreign countries for extended periods. BUNAC markets their various international programs on their website. The website is divided in two sections based on the viewer's home nationality, either the United Kingdom or the United States.

The U.S. work programs include destinations such as Britain, Australia, New Zealand, Canada, France and Ireland. BUNAC also offers Americans volunteer programs located in Cambodia, Peru and South Africa. Most of these international programs allow students to obtain work visas that permit them to stay in foreign countries for 6-12 months. This is a chance for them to enjoy the luxury of

generating enough money to survive and be part of an enriching life experience. BUNAC extends their service to participants abroad by providing travel discounts, support services, advice on various destinations, and walk-in resource centers in various international cities.

This non-profit organization has been successful in marketing its international programs over the years by highlighting its flexibility and affordability. Students enrolled in the program can benefit from being able to learn more about different cultures, being able to independently travel the world as they work, becoming more flexible, learning to leave their personal comfort zones, and, most importantly, thoroughly enjoying a life changing experience.

Participation in these programs could be beneficial for students working towards a business degree and young individuals who have already completed a bachelor's degree. International experience can result in a positive perception of other cultures by teaching us to stop judg-

ing other societies solely by our American standards. Interestingly, most of the programs for Americans are located in English-speaking countries, reducing some barriers of communication while abroad. The challenge most people will face is cultural shock after the initial phase of excitement passes. For some it could be challenging living abroad and working. Individuals leaving their comfort zones can improve their flexibility; a trait will help with their future careers. Corporate practices are constantly changing and individuals need to be flexible and ready to adapt to changing work environments. Think of the basic concept of investments, the greater the risk one bears the higher return on investment. People can't be reluctant to leave their comfort zone and should keep in mind that sometimes success is contingent upon taking risk. In the case of BUNAC, participants can travel and work, all while gaining an enriching life experience. Participating in one of these work or volunteer programs could be beneficial for business majors, especially as we shift towards a more globalized economy.

Ethics in Business: What is the Standard?

by Timothy Hearn

When most people think business, they imagine things like nice suits, high sales, dollar signs, and business cards. Lately some businesses, such as BP and Goldman Sachs, have committed questionable acts which had terrible and broad-reaching economic consequences. As a result, many people now equate corruption and greed with business. Some have even questioned the ability of corporate leaders to determine right from wrong. What is the ethical standard that businesses should be held to? How should it be determined?

In some ways, ethical standards will be determined informally by the general public. Businesses and corporations have realized people love hearing about corporate social responsibility and environmentally-friendly policies. As a result, many corporations advertise their "green"

and "socially responsible" practices. They make small changes, such as switching to biodegradable packaging, and switch their products to "organic" so they can call themselves environmentally friendly.

Our government also helps to regulate a formal ethical standard. One major example of this was when Congress passed the Sarbanes-Oxley Act in 2002. As a reaction to the corporate and accounting scandals committed in the years before, companies must now establish "internal controls" to ensure honesty in their financial reporting. They must also assess the effectiveness of the internal controls and report off-balance sheet assets and debts. The penalty for violations is 20 years in jail, fines, or both. The act also protects whistleblowers for reporting violations. The standard of accurate reporting on financial statements has be-

come more formalized and as a result it appears there have been fewer accounting scandals than in years previous.

Still, with the recent questionable actions of companies, the general public has been calling for more formal regulation. The public wants more formal regulation of enterprise in the name of promoting and enforcing corporate ethics. Recent suggestions have included a cap on bonuses issued by corporations that have been bailed out, the end of corporate bailouts in general, and regulation of derivatives in the financial markets. Whether or not the greater regulation should be forced upon companies is heavily debated, and the result of these deliberations will lead to changes in business laws and practices in the near and far future.

A Case for Investing

by Ben Wann, Finance

It is a known fact: When our generation is ready to retire there will not be as much in retirement income to live off of as there was for past generations. We continue to pay into Social Security, but will receive considerably less. Hoping for a post-retirement job and a pension plan? Don't bank on it. Those, too, are soon to become ancient history.

What steps can you take to protect and save yourself from a colorful diet of cat food? Save and invest. We can no longer rely on mutual funds, of which most use the same stale and mundane strategy in good times and bad. Rather, we must learn to invest on our own. Yes, I am suggesting we must research, read, and study the financial markets.

Is investing hard work? Absolutely. It's complicated, at times frustrating, and it takes years to master. At this

point, you may be asking yourself, "Why do it? Why not spend my disposable income on good times now and worry later?" The answer: a popular but often forgotten financial principle called compound interest. Consider this simple scenario: You invest \$2,000 now and add just \$5,000 per year for 45 years earning 10% interest each year. When you retire, your account balance will be just over \$4,000,000. Of course, this simplified example uses a generous rate of return and is not inflation adjusted and assumes you take the time to become educated and effective at generating good returns for yourself. On the other hand, this example also does not count the large amount of additional contributions you will be able to make when you land a post-graduation job and with a good salary and 401k, which will most likely utilize a mutual fund strategy.

I hope if you've read this far you will decide to take action, do some research, and start creating large returns for yourself. Many individual investors with years of practice can make much more than 10% per year once they have the basics down. Just look at any page of stock quotes and you will see many stocks that gain 10% in one day. Keep in mind; however, there is typically someone on the opposite side of this trade as well. Finally, please, don't mistake this as advice to blindly dump money into the stock market. Whether you think you want to go long or short, and whether you want to invest in stocks, currencies, or bonds, do your research and practice on paper first! If, after all this, you still think good times now are better than a comfortable retirement later, then I wish you the best of luck and hopefully you'll hit the lottery.

Like Safety? Like Risk? Have Both.

by Ben Wann, Finance

The best investment for anyone who is not an expert or who does not have tons of money to invest is arguably an exchange traded fund (ETF) and more specifically a leveraged ETF. So what exactly is an ETF? For starters, an ETF groups a similar bunch of assets, such as stocks and bonds, into a financial instrument that is traded just like a regular share of stock. Their composition is similar to mutual funds, but they are much easier to trade in and out of, with generally lower transaction costs.

So what then is a leveraged ETF? Investopedia.com defines a leveraged ETF as follows:

"An exchange-traded fund (ETF) that utilizes financial derivatives and debt to amplify the returns of an underlying index. Leveraged ETFs are available for most indexes, such as the NASDAQ-100 and the Dow Jones Industrial Average. These funds aim to keep a constant amount of leverage during the investment time frame, such as a 2:1 or 3:1 ratio."

So basically, a leveraged ETF seeks to use your money to create, potentially, two to three times the profits the underlying instruments would make on their own. However, if they get it wrong you could wind up with a two to three fold loss.

Now that you know what an ETF is, why should you be interested? Basically, when you use a leveraged ETF, every time the underlying assets go up 1%, you get a 2-3% return. So if you only have \$2,000 to invest, you can buy a leveraged ETF which will utilize \$4,000-\$6,000, without charging you interest on this extra leverage. This really gets interesting when the market makes big swings. Imagine the market is up around 7% for just this month. If you were invested in a leveraged ETF, that would be a 14-21% gain, in only one month!

When is it a good time to start using leveraged ETFs? Well, if you believe in cycles, most indicators seem to be pointing up right now. The first argument for a coming market recovery is the

"bottomed out and climbing" reasoning. Spending on capital goods by businesses is increasing, toxic assets are being shored up, corporate earnings are increasing, and the unemployment rate is falling, generally speaking. Because the stock market revolves mostly around macro trends and good news, most of the time when there is a new report that one of the aforementioned has improved we can theoretically expect the market will climb even higher.

Of course, not all news has been good lately. Housing sales have been flat or had very slight increases, home prices have been stagnant, there are sovereign debt fears in parts of Europe, and some financial institutions are still on the verge of bankruptcy or takeover. Disheartening, yes; end of the world, no. I personally still feel the market will have favorable returns over the next year and, in full disclosure, I've backed up this bet with my own money in 3x leveraged ETFs. Happy investing.

Business, Pleasure, or Both?

Continued from front page

can be considerably different from business in the United States. Perhaps most importantly, when taking an international elective as a business student, you learn that cultural differences must not be ignored but rather embraced. Also, you begin to recognize business opportunities that exist because of these differences. The Rutgers Study Abroad Program allows students to select international electives based on their own cultural interests.

After getting a taste of international business experiences from the South Africa course and trip elective, I was eager to learn more about other foreign business practices. Through the Rutgers Study Abroad Program I found my second international elective, which I opted to take this past summer. The course was focused on entrepreneurship and was taught entirely at the University of Sussex in Brighton, England. Brighton is one hour south of London by train. This is important as London is one of the most diversified cities of the world with a vast amount of cultures. More importantly, it is a prime location for multinational corporations. England is part of the United Kingdom, along with Scotland, Wales and Northern Ireland.

The University of Sussex organized the international school so all electives chosen would be scheduled with extended weekends, a way of encouraging students to travel. This allowed students to experience all the countries within the United Kingdom using various modes of transportation including trains, buses, planes, and ferries.

Although the United Kingdom is often considered as one country in the global perspective, each country within the UK is different and each citizen proudly identifies not as from the UK, but rather as Scottish, Welsh, or English. Considering the vast amount of diversity and cultural differences within the United Kingdom, businesses must be cautious when they market products and services, and strategically customize offerings to the varied local niche markets. As future managers, we must keep in mind even countries which border each other, such as England, Wales, Scotland, and Northern Ireland differ significantly. Each culture has shaped its people's verbal and non-verbal communication differently.

Work teams and work groups are becoming the preferred technique in many

organizations, and successful teams are often diverse ones. By learning about and respecting various international cultures, managers have a higher probability of their operations being successful in markets beyond the United States. The ability to make good decisions is also a key component to successful management, but in diverse work teams and international markets it isn't enough to create a synergistic team. Managers must be aware of cultural differences and communication barriers to successfully manage work teams and work groups comprised of people from different cultural backgrounds.

As future managers we all need to take into consideration how globalization impacts us abroad and at home. Furthermore, countries are far more interdependent and this has resulted in a more globalized economy. Taking international business electives can only benefit students in their future careers. It is one thing to study about international markets and cultural differences around the world, but the decision to take an international elective and learn about a country's culture while immersed in it can help better prepare us for our future careers.

Visit these links for more information on international study programs at Rutgers:

SBC International Study Programs:

<http://camden-sbc.rutgers.edu/CurrentStudents/internationalstudies.htm>

Rutgers-Camden International Study Programs:

<http://int-studies.camden.rutgers.edu/>

Rutgers Study Abroad:

<http://studyabroad.rutgers.edu/>

School of Business Walks All Over Cardiovascular Disease

Continued from front page

until about 8:30 when registration began. While some Rutgers students handed out food and water, others volunteered as greeters and were placed outside the gates to welcome all of the walkers.

In addition to welcoming walkers, they also handed out a quick information sheet along with bottles of water. After the event opened to the public, the walkers began to come in droves, eager to walk for the cause. Teams of walkers from Lockheed Martin, Kennedy Health System, and Virtua Health Care Systems were among the larger groups along with family groups such as Charlie's Angels, Lucky Me, and Heart & Sole, just to name a few. Promptly at 9:30 everyone was ushered into the stadium seats to learn a little more about this preventable disease. Heart attack and stroke survivors were commended in this opening ceremony and others were offered the chance to learn how to be "heart healthy." Eating healthy, exercising more often, quitting smoking, and trying to be stress free were the main messages that the speaker addressed as methods to prevent cardiovascular disease.

The magic of the walk began at ten o'clock sharp. It was easy to tell from

the vibes given off that almost every walker present had a personal reason for being there, whether they had lost a loved one or had suffered from cardiovascular disease themselves. The walk itself was kicked off with a pep rally style warm up to get all of the walkers motivated before setting out on their two and a half mile journey. Looking around, one could tell that they were in the company of good-natured souls and great friends all with the same goal in mind, supporting the awareness of heart disease and stroke.

Within the Rutgers-Camden community, the seven associations of the School of Business lobbied together under the guidance of team leader, Michael Bruder (SBC '11 Finance and Management major). In addition to staffing fundraising tables in the lobby of the Business and Science Building, the Rutgers-Camden School of Business team raised over \$1,700, which ranked them fifth out of the over 100 participating teams from the region. Another feat that shows the extreme support and dedication of Rutgers students in fighting against heart disease and stroke, they were able to recruit more team members than any other team in the region. Completing the mission was not easy, to say the least; the Rutgers School

of Business team members put in over 175 hours in volunteering between staffing the fundraising tables, helping to set up tables and banners at the stadium the day before the event, and handing out materials on the day of the event.

This event was about more than just supporting the cause for the research and education about heart disease and stroke. This event showed that different organizations in one school can come together to complete such an important task. Whether you are a Marketing major or a Finance major, it did not matter when this sense of community was needed. We drew on each other's strengths and came together for a common cause. The selfless acts seen throughout the 175 hours dedicated to this event and the lengths these students went to ensure the event's success, needs to be commended. Working together on this event fueled the creation of new friendships and new ideas while allowing business students to truly see how the principles of each major can work together. Not only did we have a chance to prove we could accomplish more by working together, we also had an impact on the lives of people affected by cardiovascular disease.



Your After School Program... What Isn't Taught In Class

by Jason Marsdale, Marketing

As a Rutgers University student, you undoubtedly know the importance of a strong education. But, have you neglected to give a lot of consideration to what will happen to you after your time here is done? Certainly many students will argue that they do not have time to pursue additional activities outside of their coursework. Yet, at the same time, we expect that everything will be handed to us as soon as we have a degree.

I have spent a great deal of my time establishing strong relationships with successful business owners and professionals alike. Almost all conversations end with, "What is one piece of advice that you have for a young enterprising individual like me?" Oftentimes I hear the same basic responses: "Stay focused, network, ask questions when you're interested, etc." Other times I have received tips that have motivated me to shoot for the stars. For example, one gentleman told me, "Words, words, words. Know their interpretations!" Since I aim to be an effective communicator, this may be one of the single most important tips anyone has ever given me.

Ask yourself this simple question, "What am I passionate about?" Can you come up with something? If not, think back to what you have done. We are in college to better ourselves and prepare for the workplace, but are you truly preparing yourself? While our curriculum teaches us a great deal that we can apply

to our future profession, you must not forget to also be proactive in your career. If you are having trouble with the concept of being proactive in your career, look at truly successful people and trace their path to that level of success. Your actions will determine if you will reach your true potential. Just as many of us have done when idolizing an athlete or actor, you must develop clear aspirations.

You may think it is very hard to get to the same level as your idol, but I guarantee you can accomplish anything you want if you are passionate about it. Being passionate does not mean you are interested in something, it means you live and breathe it.

While you cannot predict that moment in time when a life-changing opportunity may present itself, it is still essential to be prepared for it. You have probably heard by now that you should have a personal elevator pitch: a thirty second highlight of who you are, what you are doing, and what you are looking to do. Make sure yours is ready and master it; you never know when you're going to need it.

I hope you now feel a sense of urgency to assess your current situation. Are you paying attention to your professional development as much as your education? Only you know this answer, but do yourself a favor and do not sell yourself short. Remember: pay attention to yourself, and follow those dreams!

My advice to help you reach your dreams:

- ◆ Find what you are truly passionate about. What is something you never miss or cancel and you can't get enough of?
- ◆ Become more knowledgeable about that field.
- ◆ Look into local professional associations involving that field, and attend as many networking events as you can.
- ◆ Network, network, network!
- ◆ Meet professionals in those associations and ask as many questions you can. Get a clear understanding of how they got to where they are, what they really do, and what they recommend you do to continue to learn.
- ◆ Get to know the people you admire most in the field. Offer to meet them for coffee to learn more about them.
- ◆ After developing a clear understanding of what you want, tell everyone. You never know how one of your contacts may be able to help you.

Need a job? Want to polish your résumé? For all this and more:

Visit the Career Center on the lower level of the campus center or online at: <http://cc.camden.rutgers.edu>

Upcoming Career Center Events:

ALL ABOUT INTERNSHIPS, Information Session – Wednesday, Nov. 3rd 12:20 -1:10 – Lower Level, Campus Center

INTERN QUEEN – Guest Speaker, Lauren Berger is known as "The Intern Queen" after participating in 15 internships during her 4 years of college. The "Intern Queen's" presentation will cover everything from how to find your ideal internship to how to turn that internship experience into a job opportunity.

Monday, Nov. 8th – 12:20 -1:30 – Multipurpose Room, Campus Center

INTERNSHIP FAIR – Speak to representatives from over 25 local companies about spring & summer internship opportunities. Bring résumés, dress professionally. Wednesday, Nov. 10th – 11:00 -1:30 – Multipurpose Room, Campus Center



The must attend event of the semester: **Finding Your Passion Within the Business World**

When: December 2, 2010, 4:00pm–6:00pm

Where: Multipurpose Room, Campus Center

Why: Because you can't afford to miss this.

Students and faculty are invited to join us as we host a panel of speakers from every discipline to talk about finding your passion within the business world. Think you know what career path you want to take? Have no idea? Either way, this event will help you figure out your future. Our panelists will talk about their own career path and then be available for Q and A. Refreshments will be served and there will be an exciting door prize.

This event is free to students. Business attire is required.

For more information contact event organizer:

Jason Marsdale – jasonmar@camden.rutgers.edu



Minding Your Busine\$\$
would like to welcome
Dean Jaishankar Ganesh

Get credit and work experience at the same time! Apply for an SBC internship. For more information about internships contact: Mr. Joe Haro 856-225-6677 or email jharo@camden.rutgers.edu

You Want Me to Go Where?!?

by Steven Byrd, Marketing and Management

Whether you realize it or not, you are competing in a global environment. When you graduate and enter the job market you will not be competing with only the graduates from New Jersey or even from the entire United States. You will be competing with graduates of universities across the world. In this interconnected world economy, companies sometimes select employees to be sent to different countries for assignments. These men and women are known as expatriates. There are many questions you may have if selected for such an assignment.

What does it mean to be an expatriate? Merriam-Webster dictionary defines an expatriate as one “living in another country,” but that only skims the surface. To become an expatriate, you must leave behind the familiar setting of South Jersey and cross into unfamiliar territory for a prolonged period of time. This can be anywhere from six months to a year or longer depending upon a number of conditions: duration of work permits is what typically determines your allowed stay. Your family, friends, and favorite foods typically remain at home while you are abroad. Your career can take you to a land you have little to no understanding about, one whose language you don’t even speak (yet). Challenges aside, becoming an expatriate is a wonderful opportunity to experience a culture outside of the U.S. There is so much more of the world to see. Every

country has several factors that make it a whole new adventure. Also, for the paycheck oriented, exchange rates can work in your favor, allowing for a substantially lower cost of living.

So how do I prepare? Your employer will likely invest a great deal in training to help you adapt to your destination’s culture. The training will commonly include language lessons. However, not all employers will have the resources for such training and there may not be enough time before the assignment begins. If you are not given training before your departure you will have to learn on your own. Even if you are given training, the best thing to do is research your destination extensively prior to leaving. The more you know before departure the better off you will be.

What if I don’t fit in? Culture shock is that feeling of “I don’t belong here.” This occurs after the honeymoon experience of being in a foreign land, as the awe of seeing new places and experiencing the local culture begins to wear off. The most common phrase amongst disillusioned expatriates is, “Why did I come here?” For those wanting an extreme example of culture shock watch the movie, “Lost in Translation.” Thanks to more people working overseas, expatriate support groups have sprung up. These groups can be a great reminder that there are other people in your shoes and they can help you transition to your new home.

Why even accept such an assignment? International assignments can offer both great risk and great reward. You get to see the world and will have the experiences of a lifetime. Think about it, you could be hosting a business meeting in Hong Kong, China, or partying at night in Bangkok, Thailand, or even using your weekends to climb Table Mountain in Cape Town, South Africa. There many considerations and questions that must be answered before accepting an international assignment. Most importantly, you must ask, “Do I feel comfortable being on my own and am I open to new experiences?” Listen to your instincts, they will guide you best.

If you are considering a career involving international travel, I recommended reading: [GenXpat: The Young Professional's Guide To Making A Successful Life Abroad](#) by Margaret Malewski. This book focuses on the social aspects of living abroad. Another book worth reading is [Expert Expatriate: Your Guide to Successful Relocation Abroad—Moving, Living, Thriving](#) by Melissa Brayer Hess and Patricia Linderman. This book is a more general guide that covers topics [GenXpat](#) does not, such as dealing with packing up your belongings and what to expect when shipping them elsewhere. The more experience you gain and research you do now, the better off you’ll be if you are one of the lucky ones picked for an international assignment.

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