

Growth



Engagement

Innovation




Impact



ROWAN UNIVERSITY

Rohrer
College of Business



Amira Anderson, '14, earned her MBA from the Rohrer College of Business in 2015.

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Message From the Dean



Rowan University is on the move — growing in enrollment, diversity of the student body, student offerings and so many other ways. Within this transformative environment, the Rohrer College of Business (RCB) is soaring into a new era as we construct a new state-of-the-art building.

It was this upward trajectory that drew me to RCB. As an organization builder, I knew Rowan University and RCB would be a great fit for me.

I am pleased to lead RCB during this momentous period. I thank Dr. Daniel McFarland, associate dean, who very adeptly moved the College forward as interim dean during the 2014-15 year.

I began my tenure in July with my “Two Months, 200 Stories” initiative, interviewing faculty, staff, members of the business community, students, alumni and other stakeholders. Based on feedback gathered from this crowdsourcing tool, we will construct a brand-new strategic plan that will lead us into the future.

A major area of focus is strengthening and differentiating our undergraduate and graduate curriculum. RCB delivers a stellar business education. But in this dynamic era we must continually evaluate our program, infusing it with cutting-edge knowledge and synchronizing it with the economic demands of the region.

In addition, we will develop new ways to support Rowan University as a research institution, promote impactful scholarship, strengthen engagement with the

business community, increase students’ return on investment and maintain enabling factors that support this institution. Rowan University’s four pillars — increasing access, improving quality, maintaining affordability and serving as an economic engine for South Jersey — underpin these priorities.

We invite you to join us as we continue on our path of growth, engagement, innovation and impact to meet the challenges of the future.



Dr. Sue Lehrman
Dean

Growth



Rowan President Ali Houshmand (center) and Board of Trustees Chairman Linda Rohrer (fourth from left) are joined at the groundbreaking by (from left) RCB Interim Dean Daniel McFarland, Gloucester County Freeholder Lyman Barnes, Congressman Donald Norcross, State Senate President Stephen Sweeney, then-Assemblywoman Celeste Riley, Gloucester County Improvement Authority Acting Executive Director George Strachan and Rowan Senior Vice President for Facilities, Planning and Operations Donald E. Moore.

Breaking Ground for a Bright Future



The Rohrer College of Business (RCB) broke ground in December 2014 for a \$63.2 million building that will serve as its first-ever home dedicated exclusively to preparing tomorrow's business leaders.

Located next to Westby Hall on Route 322, the four-story, 96,500-square-foot building will brim with potential, providing state-of-the-art resources that will help students blaze a path in the business field. Moreover, it will function as a hub for regional business leaders, alumni, faculty and students to connect.

"Intermingling student and faculty spaces, it is designed to promote interaction and collaboration in the best possible sense," said Dr. Sue Lehrman, RCB dean.

Slated to open in spring of 2017, the facility will feature 16 classrooms, seven conference rooms, 10 specialty spaces,



15 administrative offices and 70 faculty offices. The building is designed to enhance the RCB approach to business education, emphasizing experiential learning, teamwork, small class sizes, problem solving and entrepreneurship.

The building will include common areas to promote collaboration between students and regional business leaders and a “hatchery,” where students can develop their own entrepreneurial ventures.

“We are looking at a broader definition of entrepreneurship to foster an entrepreneurial mindset

that any student — regardless of major — can benefit from,” Lehrman said.

At the Center for Business Professionalism, students will hone their employment-seeking skills.

“Like the hatchery, the Center for Business Professionalism will be a physical manifestation of our student-centric focus,” Lehrman said.

“Receiving help with internships, soft skills, interview skills and more, students will be polished and employment-ready when they hit the ground,” she said.

Expanding the Rohrer Network

Roughly a decade ago, Mike Liuzzi, '07, and Angelo Pinti, '05, were just beginning to develop their business networks and seek mentors to help them build successful careers. Now Pinti and Liuzzi show their younger counterparts the ropes at RCB.

Pinti, a wealth management specialist for TIAA-CREF in Philadelphia, is president of the RCB Alumni Advisory Council (AAC), and Liuzzi, '07, a fiscal management consultant for CLM Advisors in Sewell, is vice president of the AAC's Junior Alumni Committee.

RCB alumni devote countless hours to mentoring students, speaking to classes, sponsoring scholarships, offering input on curriculum development, promoting engagement and more.

One of their key events is “Mocktails: The Art of Networking.” During this two-week program, the AAC hosts five workshops to prepare students for networking, followed by a networking event, where students polish their skills and meet members of the business community.

RCB alumni also recruit students during career fairs and the College's Accounting Expo, growing the Rohrer Network.

“That's probably our biggest passion,” Pinti said. “The workforce has become increasingly competitive and difficult to break into. We're hoping to continue to build a network that students can leverage to help them obtain

full-time positions and internships and have professionals in the field they can reach out to for guidance.

“I feel the only thing that separates our students from the largest business schools in the country is that network,” he continued. “The ultimate need is going to be adding resources for students so they can proactively begin looking for positions before they graduate.”

Students and alumni benefit from this network and its reputation. “RCB is becoming known as a top producer of business people in the Greater Philadelphia area,” Liuzzi said.

“The incredible faculty and University are huge parts of spreading this reputation,” Liuzzi said. “Proud graduates in the community who bring awareness of the College are the other part.”



A representative from The Vanguard Group Inc. talks with students during the Accounting and Finance Expo.



Founder and CEO of Heartland Payment Systems, Robert Carr speaks to RCB students. In addition to contributing to students' business knowledge, Carr also donated \$1 million from his Give Something Back Foundation to fund Rowan University scholarships.

Engagement

Connecting With Leading Innovators



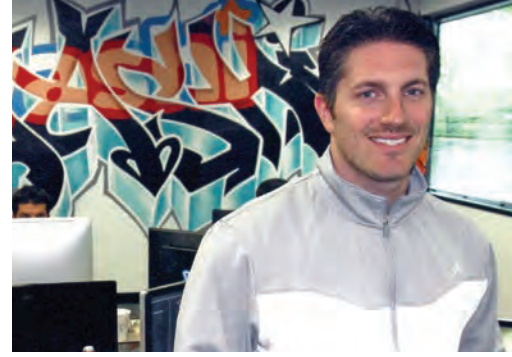
During the RCB Business Plan Competition, participants receive input from judges such as Joseph Matranga, '80, M'14, CEO and owner, Eagle Management Group Inc., and Rowan University Board of Trustees Chairman Linda Rohrer.

A reliable navigational system is indispensable for anyone heading into new territory. With this in mind, RCB offers students countless opportunities to learn from — and engage with — business leaders who point the way. Prominent business leaders speak at department lectures, in classrooms, during events sponsored by student organizations and as part of the Rohrer Lecture Series.

For example, the student chapter of the American Marketing Association offers a bi-weekly professional speaker series. “We ensure that a variety of marketing professionals across different industries are represented to broaden students’ knowledge and interest in various career paths, as well as to provide a road map to reach their ultimate goal,” said Dr. Berrin Guner, professor and chair, Department of Marketing and Business Information Systems. “Further, these speaker series help increase students’ pool of professional contacts.”

“For the Rohrer Lecture Series, we choose individuals who are

Angel investor and co-founder of Yashi Inc., alumnus Jay Gould discussed his entrepreneurial experiences as part of the Rohrer Lecture Series.



part of the economic fabric of the region who come from a broad range of firms demonstrating growth and innovation,” said Kimble Byrd, professor of management.

The series, which is open to the entire campus, has hosted notable speakers such as Robert Carr, founder and CEO of Heartland Payment Systems; Rowan University alumnus Jay Gould, '01, an internet entrepreneur, angel investor and co-founder of Yashi Inc.; and many others.

During the Rohrer Lecture Series, presenters share their experiences and their firms' vision in a large classroom setting, which promotes interaction. “There are a number of teachable moments that flow from the

comments that the speakers make,” Byrd said. After the lecture, speakers open the floor to questions from students.

Engagement is a two-way street in this setting. “The CEOs gain a perspective that they may not have had before about the institution and our students' capabilities and skill sets,” Byrd said. “In addition, our students gain tips and techniques that the CEOs have used personally and professionally to advance. Often, the CEOs are so impressed that they connect with Rowan for internships and starting positions and have even made gifts to Rowan because they observed the University's vision and entrepreneurial nature.”

From Cellar to Summit: Wine Producers Share Story



Barefoot Cellars founders Michael Houlihan and Bonnie Harvey recounted the story of their climb to success during “Networking With Style: A South Jersey Soiree.”

Last fall, Barefoot Cellars founders Michael Houlihan and Bonnie Harvey shared their secrets for success during “Networking With Style: A South Jersey Soiree,” hosted by RCB, the Gloucester County Chamber of Commerce, TD Bank and South Jersey Tourism.

However, when Houlihan and Harvey recounted how they transformed a tiny home-based business into a nationally and internationally recognized brand during a daytime student event on campus and an evening reception at Auletto Caterers in Deptford Township, their tale involved more muscle than magic.

Few entrepreneurial endeavors are gazelles — or overnight success stories, said Stephen Kozachyn, RCB's executive director of external affairs. “It is important for students to hear the message that it takes a lot of hard work, it takes a lot of tenacity and it takes a lot of energy.”

Innovation



Dr. Camron Casper brings a new angle to business education with his innovative techniques.

Leading the Way in the Classroom



Dr. Stephanie Weidman, professor and chair, Department of Accounting and Finance, engages students in the classroom.

After more than 20 years working for Fortune 100 companies, Dr. Camron Casper set off on a new course, earning a doctorate from Oklahoma State University's Spears School of Business in 2013 and joining RCB as an assistant professor.

Casper continues to cut new paths in the classroom, bringing innovation to education.

Integrating a social collaboration tool, Yellowdig (also known as RowanDig), into the Blackboard learning management system, Casper promotes collaboration among students as they share current events and resumes and interact in other ways.

"With the social network integration, students are able to quickly review and comment on the items that are important to them. It mirrors how they live and how this generation thinks and learns,"

Dr. Harold Lucius, professor of marketing and business information systems, guides students in their work.



said Casper, who received the RCB Executive Advisory Council Award for Innovation in Teaching in 2013-14 and 2014-15.

Students selected Casper for Management & Entrepreneurship Professor of the Year during his first year of teaching. Subsequently, the student body chose him to deliver Rowan's Last Lecture in 2014.

Departing from the traditional instructional model, Casper records lectures for students to watch in advance of class. "Class time is better utilized with interactive, team-based activities, enabling students to apply information from the lecture," he said.

Students also gain from Casper's corporate

experience. "I like to tell appropriate and focused stories from my career, which makes learning more applicable to their careers," he said. "I ask students to explain what I should have done in a scenario. I then explain what I think I did right and wrong in that case. We learn together based on real-world examples."

To reinforce learning, Casper also splits each class into groups, with each team teaching one of the competencies required for the course.

"The members of the team become experts in at least one competency in human resources, while they also improve their presentation skills — a key competency for the business world," he said.

Investigating Business Issues

Each year, RCB students help faculty perform critical business research that may influence future practices.

As an RCB MBA student, Muhammad Ibthehajuddin, M'15, researched topics for two RCB professors, Dr. Ihsan Isik, professor of finance, and Dr. Ozge Uygur, associate professor of finance. Isik is studying banking and financial outreach among Organization of Islamic Cooperation member countries, and Uygur is investigating CEO compensation in Fortune 500 companies.

Although this type of work was new for Ibthehajuddin, the Washington Township resident gained immeasurably from it, learning to perform the research, sharpening his Excel skills and attending the spring 2015 Academy of Business Research Conference in New Orleans with Uygur. The research won the Best Paper Award at the conference.

Ibthehajuddin urged other students to pursue research if the opportunity arises. "You will learn a lot about the subject matter and about how research is conducted," he said. "You also get to network and build a relationship with the faculty."



Muhammad Ibthehajuddin, M'15, provided important research assistance to Dr. Ozge Uygur during his MBA studies.

Promoting Opportunities for the Future

In addition to securing an outstanding business education in the classroom, RCB students develop hands-on skills and acquire real-world credentials that will set them apart during their career search.

Simone Kurzum, '15, an accounting major from Caldwell, completed the Equity Essentials portion of the Bloomberg Essentials Training Program as a student and is one of numerous RCB students who are earning such certifications.

"Bloomberg is the standard market information software in the industry," Kurzum said. This expertise helped him land a position as an associate with The Vanguard Group Inc., based in Malvern, Pennsylvania. "When I was a student, it gave me the opportunity to learn about and study trends in the market in a way I could not have done otherwise," Kurzum said.

Many accounting students focus on the finish line when they enter RCB as freshmen, preparing for the CPA exam, which they can take when they have earned 120 credits. However, they need 150 credits for licensure as a CPA and to be hired by most large CPA firms.

If they are pursuing a position with a large CPA firm, it is to their advantage to have a plan of attack from their freshman year to obtain the 150 credits, said Dr. George Romeo, professor of accounting.

In addition, business majors build career skills through project-based learning, a hallmark of the RCB education, rolling up their sleeves to provide professional services for business and nonprofit clients in the region.

Last year, undergraduate and graduate students managed 18 projects, applying the knowledge they gained in the classroom.

As they acquire this experience, students polish their communication skills. "People form an opinion of a person within seven seconds of meeting, so those soft skills are crucial," said Stephen Kozachyn, RCB's executive director of external affairs.

Clients have responded enthusiastically to project-based learning. "I received an email from a client who was very excited about the program and our students' work. The students were very professional and knowledgeable," Kozachyn said. "He was so happy with the results that he signed up again this year."

Rising Above the Competition



Each year, the College's Accounting Expo draws increasing numbers of employers who are interested in hiring full-time employees and interns.

A growing number of employers are seeking Rowan University and RCB students.

"A day rarely passes when I don't receive an email from an organization that would like to engage with our students," said Margaret Van Brunt, assistant dean. For example, Nordstrom Inc. contacted Van Brunt to increase its outreach on campus, and the NJ Tech Council requested RCB fall interns.

Increasing numbers of employers also sign up for campus recruitment events. When the RCB Accounting Expo began in 2011, 16 accounting and finance firms hiring full-time employees and interns registered for the event. A few short years later, the event drew 40 firms.

Rowan's explosive growth captures employers' attention, according to Van Brunt. "Our numbers are growing in the areas where employers need employees," she said.

Employers who have hired RCB graduates previously also return to the College to recruit additional staff. "RCB alumni have paved the way for opportunities for other students," she said. "Many of the same companies keep coming back for more."

Joe Chen, 2014-15 Student Government Association president, speaks to his fellow graduates during 2015 Commencement ceremonies.



Priming Tomorrow's Leaders

As chief financial officer of Rowan's Student Government Association (SGA), Alexcia Mazahreh, '16, manages a \$1.2 million budget — an exceptional opportunity for an undergraduate. "I'm not going to get that kind of experience anywhere else as a 21-year-old," said the finance major from Cherry Hill. "It is invaluable experience and will speak volumes to future employers."

All over campus, RCB students are rising to the top, developing leadership skills that will help them outshine the competition.

RCB students maintain a strong presence in Rowan's SGA. In fact, 11 RCB students have been elected to be top SGA officers since 2010.

"I find that business students are very much the ones who want to grab the bull by the horns and try to make a difference," said Joe Chen, '15. Chen, a human resource management major from Hamilton, was president of SGA in 2014-15.

"It's that professional polish and refinement that we develop in our business courses and clubs that bring us

to the point where we excel in public speaking, be it in front of students or administration," Mazahreh said. "We can negotiate on behalf of the undergraduate student body and keep up with all of the demands of our positions largely thanks to the preparation we receive from RCB."

RCB students also serve in many other roles in the College's student organizations, recruiting business professionals as guest speakers, coordinating campus conferences and events, and organizing other activities designed to augment their peers' business education.

Taking on leadership roles, students gain important networking skills. "Student leaders in general always have a great networking base," Chen said.

Whether they are shepherding student chapters or campus-wide organizations, RCB students cultivate skills that will advance their careers.

"We're representing 11,000 undergraduate students," said Mazahreh of her SGA role. "That's a big responsibility that I think will benefit us very much in the future as it speaks to our character and ability as leaders."

Impact



Michael Fasulo, Sony Electronics president and chief operating officer, delivered the Commencement address during RCB 2015 ceremonies. He received the College's first-ever Medal of Excellence for Alumni Achievement.

Building Beginnings

For the first time in its history, RCB held its own Commencement ceremonies in May as Rowan University presented six main Commencement ceremonies in four days. The whirlwind week was a necessity due to the University's unprecedented growth.

"It was a major step for the entire University, including the College," said Dr. Daniel McFarland, associate dean. "Our enrollments have grown so much and our program offerings are so broad and comprehensive that each of our colleges stands on its own."

Before sending its 335 graduates into the business world, the College presented a range of speakers who offered words of inspiration, such as Rowan University Board of Trustees Chairman Linda Rohrer; McFarland, who served as interim dean during the 2014-15 year; and Rowan's 2014-15 Student Government Association president Joe Chen, '15, a human resources management major.

The ceremony highlighted Commencement speaker Michael Fasulo, president and chief operating officer of Sony Electronics. A 1982 alumnus, Fasulo joined Sony in 1984 as a junior financial analyst. Scaling the management ladder in the decades that followed, he now manages the corporation's North American operations.

"Having one of our own alumni deliver our Commencement address was unbelievably impactful for our graduates, faculty, administration and guests," McFarland said.

RCB awarded Fasulo a Medal of Excellence for Alumni Achievement. The College also presented a Medal of Excellence to Daniel Ruotolo, managing partner of Ruotolo, Spewak & Co., based in Mount Laurel, recognizing his service to Rowan, the South Jersey community and the accounting profession. Ruotolo has trained many accounting students and provided as many as 15 internships each year for Rowan students.

Growing Support



The group of donors and supporters who invest in the success of RCB students is growing.

For example, this year a scholarship was established by Gerald Shreiber, president and CEO of J&J Snack Foods Corp. in Pennsauken, and in the name of Dr. Robert D. Lynch, RCB professor emeritus. Shreiber's fund provides aid for RCB entrepreneurship majors, while the Robert D. Lynch MBA Scholarship Fund supports RCB MBA students, with funding provided by a variety of donors.

Please consider helping our students achieve even greater success by supporting RCB.

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