Dean's Message

This fall, we welcomed the Rohrer College of Business Class of 2023. While we don’t know exactly how, we do know this group of students will someday engage with the business world in ways we could not previously imagine.

As co-chair of Rowan’s Education of the Future Taskforce during the 2018-19 academic year, I gained significant insights about what’s ahead. I completed a “foresight/futurism” boot camp through the University of Houston and engaged a team of Houston consultants to work with the task force. I am taking a deep dive into this matter, which will benefit the University’s and RCB’s upcoming initiatives.

Medical student earns MBA to expand opportunities

When a NASCAR driver zips into the pit, crew members have mere seconds to refuel the car, replace tires, complete repairs and send the car back out onto the track.

Operations managers have studied this carefully choreographed operation to increase efficiency in emergency rooms when treating patients in cardiac arrest.

The NASCAR lesson hit close to home for medical student Nathan Carroll, M’19, D’21, who learned it as an MBA student in the Rohrer College of Business, taking a year off from Rowan’s School of Osteopathic Medicine to earn the degree.

“It’s interesting how certain disciplines in business can be applied in unique ways,” said Carroll, of Washington Borough, Warren County. “The creativity of how different disciplines could be applied to novel situations taught me a tremendous amount. I saw that again and again.”

After working as a social worker for several years, Carroll pursued a medical degree to better serve families, planning to become a psychiatrist so he can provide underserved populations with access to psychiatric assistance.

Nathan Carroll earned an RCB MBA degree to augment his medical education from Rowan’s School of Osteopathic Medicine.
Rowan academy: High schoolers address environmental issues

Sixty high school students from South Jersey learned what it takes to conceive, develop and prototype their businesses during the third annual Think Like An Entrepreneur Summer Academy in July at Rowan University.

Students completed the eight-day academy by developing and presenting their innovative, entrepreneurial solutions to address pressing global environmental issues. They worked in 12 teams to present their ideas for clean water and sanitation, affordable and clean energy, responsible consumption and production, climate action, and preserving life on land and on water to a panel of judges.
A roundtable event held at the new Comcast Technology Center highlighted RCB accounting and finance graduates’ skills and talents.

Heather Killeen cultivated the marketing and technical skills to land a full-time position with Techtronic Industries after her internship.

**Recruiting event showcases caliber of RCB students**

What do RCB accounting and finance students offer prospective employers?

Area recruiters gathered to find out at the Accounting and Finance Program’s Recruiting Roundtable in July.

Hosted in the Comcast Technology Center in Philadelphia, the event showcased the talents and skillsets of RCB’s students. The roundtable was the brainchild of Leonard Gatti, chair of the Recruitment Committee of the Accounting Advisory Board, who is senior financial advisor for Comcast Corp.

**Student lands position with power tool giant**

In June, Heather Killeen headed to an internship with Techtronic Industries with no knowledge of the industry. Several months later, she will assume a full-time position with the Milwaukee-based power tool giant after she graduates in December.

A field sales and marketing intern, Killeen previously worked part-time as a sales associate and marketer for a local gym.

“On the sales side, I felt pretty good, and I felt prepared from all of my classes for the marketing side,” said Killeen, a business management and marketing major from Byram Township.
Area businesses tap student talent to tackle challenges

RCB students receive a top-notch education in the College’s high-tech classrooms. And when they put their knowledge to work, they develop hands-on experience that they will take into the future.

Through project-based learning, students provide a range of business services for clients, taking their education to a new level.

"It's always a different perspective when you work with a real company," said Dr. Nina Krey, assistant professor of marketing.

But uncertainties crop up in real-world projects that students may not encounter in classroom assignments, and that's a lesson in itself. "It's not textbook learning anymore. You have to apply your knowledge, and it requires a lot more skills," she said.

Executives welcome their help. RCB students provide a fresh perspective, unique talents and other resources. "Here at Rowan, we have access to huge databases that sometimes companies do not have access to," Krey said.

Watch the video to the right to see what RCB clients are saying about our students.

Upcoming Events:
Homecoming

Come visit the RCB tent in College Row at Homecoming on October 12, 2019. To register, click here: Homecoming Registration

AS SEEN ON SOCIAL MEDIA
rowanrcb Dean Lehrman at the UIIN conference in Helsinki Finland where she presented about the innovation ecosystem in New Jersey. more
JUNE 24
rowan_cie RCB students Tanvi Koduru and Reham Maalouly, who, with Dr. Liguori, helped ring the bell to open the Egyptian Stock... more
Two of our RCB alumni were featured in the @gizmag Twenty Under 40! Ernest Holtzheimer and Suzanne Farnoly have found what they are passionate about and thriving! Check out the link in our profile to the article. #rowanproud #dowhatyoulove #justgettingstarted

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rowanrcb @RowanRCB Welcomed @WilliamstownHS Business & Finance Academy to campus today. What great students! We hope they all... more