

Strategic Plan

2022 – 2027



WILLIAM G. ROHRER
COLLEGE OF BUSINESS





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About Us

Founded in 1972, the William G. Rohrer College of Business (RCB) is located in Glassboro, NJ, just 30 minutes outside of Philadelphia.

The RCB is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the leading accrediting body for colleges of Business. Since receiving the initial accreditation in 2002, the college has maintained this prestigious accomplishment ever since.

The Management Information Systems Program is also accredited by the Accreditation Board for Engineering and Technology (ABET).



Accreditation
Board for
Engineering and
Technology



William G. Rohrer

In 2005, The William G. Rohrer Charitable Foundation pledged \$10 million to the College, which was then named the William G. Rohrer College of Business.

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Departments & Degree Programs



RCB has One School and Three Departments:

- School of Innovation & Entrepreneurship
- Accounting & Finance
- Management
- Marketing & Business Information Systems



Undergraduate Bachelor of Science

Accounting
Entrepreneurship
Finance
Human Resources Management
Management

Management Information Systems
Marketing
Supply Chain & Logistics
3+1 Business Administration: Global Business Leadership
3+1 Data Analytics



Graduate

Master of Business Administration
Master of Science in Finance

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Mission and Vision

Vision

To be a first choice business school for enterprising students and discerning employers, a research hub, and an economic catalyst for the region and beyond.

Mission

We empower a diverse population of students to achieve sustainable careers, focusing on real-world immersion, entrepreneurial thinking, and responsible leadership, supported by relevant faculty research and teaching excellence.

We achieve our mission through a commitment to -

- A Diverse Population
- Sustainable Careers
- Real-world Immersion
- Entrepreneurial Thinking
- Responsible Leadership/Societal Impact
- Relevant Faculty Research
- Teaching Excellence



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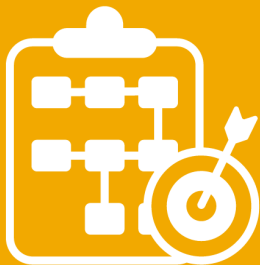
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Strategic Objectives



Foster thought leadership and enhance research impact

- Build on current capabilities across RCB and embrace impactful research and scholarship.
- Provide infrastructure, funding, and developmental support that strengthens and grows the research capabilities.
- Foster research capabilities among undergraduate and graduate students.
- Showcase RCB's research capabilities and impact.



Engage undergraduate and graduate students in rigorous learning and discovery

- Undergraduate: Build on innovative curriculum and increase student awareness of curricular opportunities.
- Undergraduate: Expand student involvement in immersive learning opportunities.
- Graduate: Expand student and alumni support initiatives and improve accessibility to graduate programs.
- Graduate: Expand and refine curricula to enhance students' competitiveness in the job market.

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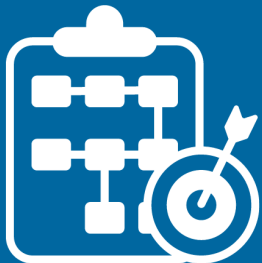
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Strategic Objectives



Cultivate a culture that supports Innovation, Entrepreneurial Thinking and Responsible Leadership to foster Societal Impact

- Continue to support and develop opportunities to enhance Innovation and Entrepreneurial Thinking among students and faculty.
- Continue to support and develop opportunities to enhance Societal Impact/Responsible Leadership among students and faculty.



Promote an inclusive community

- Foster diversity and inclusion as cultural values of the RCB.

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Strategic Goal I

Foster thought leadership and enhance research impact

Initiative 1: Build on current capabilities across RCB and embrace impactful research and scholarship.

Action 1: Reduce teaching workloads for research-active faculty.

Action 2: Provide incentive/reward systems that promote research productivity, including externally funded research projects.

Action 3: Increase resources that promote scholarly activity.



Initiative 2: Provide infrastructure, funding, and developmental support that strengthen and grow research capabilities.

Action 1: Continue to increase infrastructure funding (e.g., data bases, tools, labs, etc.).

Action 2: Continue to support the faculty research seminars.

Action 3: Provide opportunities for faculty to develop grant-writing skills.

Strategic Goal I

Foster thought leadership and enhance research impact

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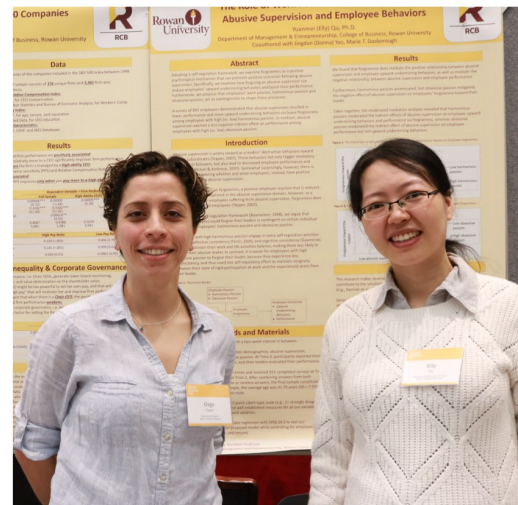
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Initiative 3: Foster research capabilities among undergraduate and graduate students.

Action 1: Increase undergraduate student participation in research opportunities.

Action 2: Increase graduate student participation in research opportunities, possibly via the fellowship program.



Initiative 4: Showcase RCB-related research capabilities and impact.

Action 1: Develop a strategic marketing plan with sufficient resources for recognizing and promoting faculty research.

Action 2: Promote and support RCB research related to thought leadership with high societal impact.

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Strategic Goal II

Engage undergraduate and graduate students in rigorous learning and discovery

Undergraduate Programs

Initiative 1: Build on innovative curriculum and increase student awareness of curricular opportunities.

Action 1: Explore new program opportunities and improve existing programs.

Action 2: Continue to integrate RCB's four pillars into the undergraduate and graduate programs.

Action 3: Enhance student awareness of Certificates of Undergraduate Studies and Minors.

Action 4: Strengthen career curriculum.

Action 5: Promote micro-credentialing and professional certifications.



Initiative 2: Expand student involvement in immersive learning opportunities.

Action 1: Develop and promote education abroad opportunities for undergraduate students (including opportunities in responsible leadership).

Action 2: Expand and enhance opportunities for experiential learning.

Action 3: Refine/refresh the supervised internship program.

Action 4: Promote engagement in existing mentor programs via student clubs, academic departments, and Centers of Excellence.

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Strategic Goal II

Engage undergraduate and graduate students in rigorous learning and discovery

Graduate Programs

Initiative 1: Expand student and alumni support initiatives and improve accessibility to graduate programs.

Action 1: Refine admission criteria for MBA.

Action 2: Build industry partnerships to support recruiting and placement.

Action 3: Refine the fellowship program.

Action 4: Enhance the Rohrer Graduate Student and Alumni Advisory Board (RGSAAB).



Initiative 2: Expand and refine curricula to enhance students' competitiveness in the job market.

Action 1: Expand program offerings in areas of anticipated high demand growth.

Action 2: Continue to explore accelerated programs with complementary programs outside RCB.

Action 3: Expand RCB's Career Development Center to serve the graduate population.

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Strategic Goal III

Cultivate a culture that supports Innovation, Entrepreneurial Thinking and Responsible Leadership to Foster Societal Impact

Initiative 1: Continue to support and develop opportunities to enhance Innovation and Entrepreneurial Thinking among students and faculty.

Action 1: Increase the number of faculty teaching Entrepreneurial Thinking.

Action 2: Support the Entrepreneurship program so that it continues to be ranked in the top 50 programs in the U.S.

Action 3: Implement a student Entrepreneurship Mentorship Program.

Action 4: Pilot/scale-out Opportunity Fund.

Action 5: Re-envision the faculty certificate program.

Action 6: Develop a more deliberate strategy for Researcher-in-Residence and Fellows programs.



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Cultivate a culture that supports Innovation, Entrepreneurial Thinking and Responsible Leadership to Foster Societal Impact

Initiative 2: Continue to support and develop opportunities to enhance Societal Impact/Responsible Leadership among students and faculty.

Action 1: Scale a Sustainable Development Goals (SDG) teaching/research certificate program.

Action 2: Develop a sustainable business ambassadors' program.

Action 3: Establish and grow the Rowan chapter of Net Impact.

Action 4: Assist RCB Faculty in securing interdisciplinary research grants.

Action 5: Increase and improve on-campus events and collaborations around responsible business themes and topics.

Action 6: Promote and mentor student groups wishing to participate in responsible business-oriented programs (e.g., case competitions, pitch competitions, etc.).



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Promote an inclusive community

Initiative 1: Foster diversity and inclusion as cultural values of the RCB.

Action 1: Plan an RCB-hosted diversity symposium to be held AY 2026/27.

Action 2: Develop Diversity, Equity, and Inclusion (DEI) candidate sourcing, recruiting, and retention strategies for each RCB department, ensuring as many features of the Faculty Hiring Toolkit as possible are being practiced by all search committee members.

Action 3: Offer competitive compensation and employment practices to attract, hire, and retain a diverse slate of faculty members.

Action 4: Conduct a thorough analysis of underrepresented students enrolled at RCB, including historical trends through the application and admission process. Identify potential improvement actions.



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The Rohrer College of Business is deeply indebted to the 172 business and industry leaders who sit on its 11 advisory councils and boards. They generously lend their expertise and experience, guide curriculum development and provide mentorship, internships and other opportunities for our students.

- RCB Executive Advisory Council
- Accounting Advisory Board
- Employer Relations Council
- Entrepreneurship Advisory Council
- Finance Advisory Board
- Management Information Systems Advisory Council
- Marketing Advisory Council
- Responsible Leadership Advisory Council
- Rohrer Alumni Advisory Council
- Rohrer Graduate Student and Alumni Advisory Board
- Supply Chain and Logistics Advisory Council





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