

Rowan University

The Rohrer Review

A Publication of the William G. Rohrer College of Business



Message from the Dean

The Rohrer College of Business has kicked off the fall 2007 semester with a great deal of energy and excitement, and I'm glad to highlight a few of our activities in this issue of *The Rohrer Review*.

- Our Center for Innovation and Entrepreneurship is assisting Rowan inventors in protecting their creations and helping to bring them to the marketplace. The effort incorporates expertise from across the University to advance the process.
- Our Collegiate Entrepreneurship Organization and business faculty have begun this year's business plan competition, which provides budding entrepreneurs across campus with an opportunity to hone their skills in preparation for starting or advancing their own businesses.
- On the project-based learning front, students in Dr. Darren Nicholson's senior Web Applications class are engaged in developing a new Web site, one that will better reflect the expertise of a local nursery and landscaping firm.

I hope you enjoy reading about the latest news at the Rohrer College of Business.

Sincerely,

Edward J. Schoen
Dean

CIE Advances Intellectual Property

Some people use a GPS device to get from one place to another on concrete highways; Rowan inventors have developed a Web GPS device to help users navigate the Internet information highway.

Soon their work may be coming to a computer near you. Dr. Adrian Rusu, assistant professor of computer science, and Confesor Santiago '05, M '07, now with the Federal Aviation Administration, hope that their "WebGPS," a tool that streamlines Internet searching, will be presented this winter to such potential licensees as Google, Microsoft and Mozilla.

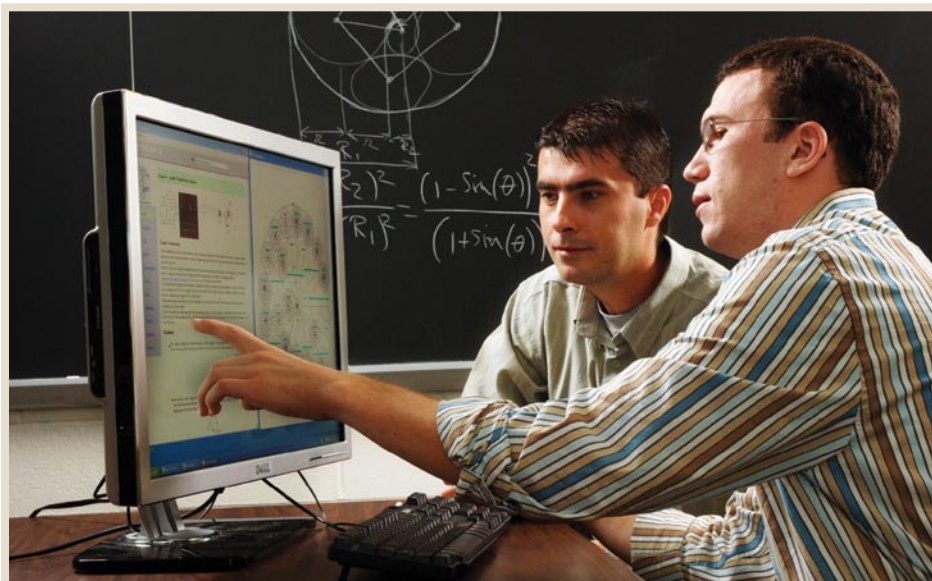
Through the University's Center for Innovation and Entrepreneurship (CIE), under the guidance of Dr. Tom Bryant, CIE executive director and Rohrer Endowed Chair in Entrepreneurial Studies, a team has prepared and is updating the business case — why the product is valuable and to what audience — and will support the professional negotia-

tor who conducts the licensing discussions.

Rusu and Santiago have been working with CIE on the market and business information about the tool. WebGPS combines several technologies to produce a graphic representation of Internet links that users have selected or may select, enabling them to more efficiently track their Internet site visits.

The WebGPS is just one product, or intellectual property, that CIE is advancing. Others include a biofuel enzyme and IMAPS, a robotic float that gathers water-related test data. In addition, Bryant said that he has been meeting with the College of Fine and Performing Arts to discuss CIE assistance with marketing creative intellectual property.

"Rowan University is at a stage where we can bring everything other universities have learned the hard way about best practices in intellectual property management and build a state-of-the-art system that really fits this university," Bryant said.



Dr. Adrian Rusu (left) discusses the WebGPS with Confesor Santiago '05, M '07.

Princeton Review Names Rohrer among “Best 290 Business Schools”

The Princeton Review once again has recognized the Rohrer College of Business at Rowan University by including the College in the recently published 2008 edition of its “Best 290 Business Schools.”

Known for its college rankings based on how students rate their schools, The Princeton Review compiled the list from surveys of 19,000 students from the 290 business schools in the book and on school-reported data.

“It’s immensely gratifying to know that the people most important to our College — those in our programs — in effect once again have placed us on The Princeton Review list,” said Ted Schoen, dean of the Rohrer College of Business. “Reviews such as these help us learn more about how we are meeting our goals as we continue to build a College that addresses the needs of not only undergraduate and graduate students but also the South Jersey business community and the region.”

The ranking lists are based on surveys of business-school students conducted during the 2006-07, 2005-06 and 2004-05 academic years. The 80-question survey asks students about their school’s academics, student body and campus life and about themselves and their career plans.

The school profiles in each book cover academics, admission, financial aid, campus life and career information. The schools are not ranked academically nor are they ranked hierarchically in any single category.

“It’s immensely gratifying to know that the people most important to our College — those in our programs — in effect once again have placed us on The Princeton Review list.”

Among other things, Rowan students told The Princeton Review, according to its Web site, that they appreciated the integration of technology and felt treated like “valued customers,” with course scheduling that accommodated working adults.

The Princeton Review is a New York City-based education services company known for its test-prep courses, education programs, admission services and 200 books published by Random House.

Dr. Joel Rudin Promotes HR on the Page and in the Classroom

Dr. Joel Rudin has taken on a new role as editor of the *Journal of Workplace Rights*. The professor of management proposed a new name, a new schedule and a new market for the academic publication, which, according to its Web site, is dedicated to the proposition that human rights should not be compromised by employers.

The journal is just one aspect of Rudin’s position at Rowan. Now in his

The topics fall within Rudin’s field of human resources, which is critical to a business, he said. “Companies are only as good as their people,” Rudin said. “If they’re doing a bad job of paying and training people, they do not succeed.”

Rudin said that HR is a good field for students. “HR is awesome,” Rudin said. “There are 800,000 HR managers in the U.S. alone, and it’s a very stable work force. There are tons of job opportunities

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ninth year in the Rohrer College of Business, he involves his students in research about human resources on such topics as workplace discrimination and in looking at state government and private company online job application processes. This semester, his Management of Compensation class is developing job descriptions for a New Jersey accounting firm, which is a great, project-based educational approach, Rudin said.

and great things for students to do.”

A former industrial engineer who went on to earn his Ph.D. in human resource management from Cornell University and became a Certified Senior Professional in HR, Rudin advises HR majors and the Rowan Chapter of the Society for Human Resource Management, and he coordinates the HR management specialization for the Rohrer College of Business.



Dr. Joel Rudin has become editor of the academic publication, *Journal of Workplace Rights*, in addition to his teaching and advising responsibilities.

Students Help Organize Business Plan Competition



Jay Shoemaker '07 won the first annual business plan competition last year for the digital jukebox division of his business.

If you want to start a business, you need a plan.

This year's business plan competition, which builds on last year's competition coordinated by Kimble Byrd, professor of management, gives interested students across the University the opportunity to develop that plan and gain a helping hand along the way.

Thanks to the Collegiate Entrepreneurship Organization (CEO) and advisor Dr. Linda Ross, professor of management, the groundwork has been laid for this year's process, with fall workshops to guide interested students in the competition's first phase, the feasibility study.

The feasibility phase requires participants to describe their product or service, its competitive advantage and the demand for it, among other items, according to Ross.

In the spring semester, additional seminars will guide students in writing their actual business plans, which focus on how they will

carry out their feasibility study. From there the field will be narrowed, and a smaller group will work on final business plan presentations that could be used for financing.

"The competition is an opportunity for aspiring entrepreneurs in the Rowan community to put their ideas into action," said CEO president Stephen Gill, a senior entrepreneurship major from Manahawkin, N.J., "We teach participants many crucial business skills and conduct a series of training workshops that take them step by step through the process."

"It's a good incubator even if students choose to stop before the competition is done," Ross said. "It brings out their business ideas and helps them think through their business concepts."

For more information, contact Dr. Linda Ross at 856-256-4776 or ross@rowan.edu.

Rowan Students Landscape the Exley Web Site

A landscape and nursery business will get a whole new look – on the Web, that is — thanks to Rohrer College of Business students in a senior Web Applications course. With the guidance of Dr. Darren Nicholson, assistant professor of management information systems, teams are developing a new site for Exley's Country Lane Nursery in Sewell, N.J.

"The Exley's landscaping and hardscaping work pops out at you. You feel like you're in your own oasis," said Nicholson. "The work by student developers will endeavor to bring Exley's Web presence up to the level of what the company actually does."

Thus far, the teams have planned the project, analyzed the business and reviewed the Exley's current Web site. The latest phase, new site prototypes, involves presenting the possibilities to the business owners and making modifications according to their suggestions.

"Dr. Nicholson has given us the tools we need and let us go," said team leader Alfred LaTorre, a senior MIS major from Vineland, N.J. "(This kind of project) really allows you to see what you're made of, both creatively and mentally, and I am pretty excited to see what my group as well as the others can come up with."

Justin Kippley, a senior MIS major from Riverton, N.J., added, "This has been a valu-

able experience because it allows me to work on a controlled yet real-world project team. Also, it gives me valuable experience leading a group in completing a specific task that will prepare me for current information technology business practice, which is very team oriented."

"Our primary goals are making sure their Web presence is on par with other regional competitors and that it better reflects their business," Nicholson said. "My students are striving to produce a Web application for Exley's that both fits the organizational domain and better represents the business."

“(This kind of project) really allows you to see what you're made of, both creatively and mentally.” —Alfred LaTorre



W. Robert Exley '66, a founder of Exley's Country Lane Nursery, talks about the family business with Rowan students **Matthew McCormack** and **Alfred LaTorre** and with **Dr. Darren Nicholson** (left to right).

Joe Lopez Follows a Game Plan

Joe Lopez '88 is a team player.

The accounting graduate, now an audit partner with Deloitte and Touche in New York City, played football during his four years at Rowan. He made All-Conference for two years, and he captained the team as a senior.

His gridiron leadership continues to come in handy in his professional position, where he serves as the point person for such accounts as the N.Y. Giants and Major League Baseball. "I supervise the delivery of all services to the client," Lopez said. "Accounting is a science, and the rules are the rules. But what I have found that has made me really successful is my ability to establish relationships with people. I learned the personal touch at Rowan."

Lopez believes that the one on one with professors and the small class size at Rowan have had a positive impact on him professionally. In his 18 years at the firm, he has traveled the world, worked for the global CEO and counseled the firm's board of directors, among other responsibilities.

While he has returned to Rowan on more than one occasion for football games, Lopez more recently returned to speak to a class and to interview accounting students for internships and mentoring relationships. Ten of those students landed positions.

Lopez said that certain Deloitte operating principles parallel those he learned at Rowan: responsibility, perspective and having the right team. They're ones he practices every day.



Joe Lopez

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Jay Accorsi M '97, Dean **Ted Schoen** and **Lou Testa** M '94 (left to right) chatted at the October alumni gathering held by the Rohrer College of Business.