

# MBA BRIEFS

A publication of the William G. Rohrer College of Business

Experience Personal Learning. Experience Your Future.

## WELCOME MESSAGE FROM MBA DIRECTOR



Welcome to the 2011 - 2012 academic year. I hope that you had an enjoyable summer. The new year presents an opportunity to build on previous successes and continue your academic pursuits. Our program continues to grow in step with the overall trend of the university. Last year, the Rohrer MBA was reported by The Philadelphia Business Journal as the fastest growing program in the Philadelphia region.

Over the past year, we have worked to develop mechanisms

which provide you with opportunities to develop your professional network. In February, we joined the Philadelphia Area MBA/Graduate Business Consortium. This organization consists of 11 AACSB accredited MBA programs in the Philadelphia region. It provides students with opportunities to attend MBA career fairs and networking events with fellow students. In addition, each spring we hold the Rohrer MBA alumni dinner. This is an excellent opportunity for you to meet MBA alumni who have gone on to pursue careers in a variety of fields. This year's event will be held on April 20<sup>th</sup>, 2012. Be sure to mark your calendar.

As always, careful course planning is an essential part of pursuing your MBA. Please feel free to stop by my office, located in Bunce Hall, room 220. You may also contact Linda Todd, Assistant Director of Graduate Studies, if you need assistance. The MBA office can be contacted via email at [mba@rowan.edu](mailto:mba@rowan.edu).

Best wishes for a successful year.

James Jordan, MBA  
Director, MBA Program

## MBA NETWORKING EVENT: APRIL 20, 2012



The Rohrer College of Business MBA Program hosts a networking event every Spring to help bring current MBA students, MBA alumni, and MBA faculty together for an evening of networking. The

event gives former MBA alumni the opportunity to share their experiences and insights with current students and faculty. It also provides a platform for students to grow their contacts in hopes of finding job placement after graduation.

The Networking Event is always a good time and includes dinner, activities, a guest speaker, raffles,

and giveaways. Last year, over 100 students, alumni, faculty and guests were in attendance! We have decided to host this year's event at The Eynon Ballroom at Rowan University. If you would like to volunteer and join our planning committee, please email us at [mba@rowan.edu](mailto:mba@rowan.edu). Be sure to mark April 20th on your calendar so that you do not miss out!

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### Keep us Informed for the MBA Briefs

Don't forget to let us know about your achievements, promotions, employment changes, engagements, weddings, projects or awards! Send us your questions or suggestions for the MBA Program. We want to know what's going on in your life and your experience in the MBA Program!

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## NEW STUDENT ORIENTATION

On Wednesday, August 31st the MBA program hosted a new student orientation at the Chamberlain Student Center's Eynon Ballroom. Over 50 students were in attendance. The orientation was an excellent opportunity for students to network with their peers, the MBA program staff, and faculty members.

MBA Program Director, James Jordan welcomed the students then Dr. Niranjani Pati, Dean of the Rohrer College of Business, spoke about the importance of a graduate degree.

To provide students with a faculty perspective, Dr. Steven Phelan was invited to speak. Dr. Phelan received his Ph.D. from

La Trobe University (Australia) in 1998. He was recently appointed to the William G. Rohrer Chair in Entrepreneurship at Rowan University, where he teaches courses in strategy and entrepreneurship.

Bob Bullard, Assistant Director at the Career Management Center (CMC), gave students information on the CMC and the services provided.

Next, a delicious buffet was ready for everyone. During this time, guests were given time to network and exchanged contact information with one another.

After dinner, the department chairs for the Rohrer College of Business were introduced and discussed their positions and greeted the

new students.

Next, Mike Messina, a financial representative at Northwestern Mutual Financial spoke about how his Business Management degree from Rowan has helped him achieve his goals.

Finally our keynote speaker, Rod Colon, took the floor for the final hour. Mr. Colon is a highly sought after networking and career coach. He touched on how you can develop your professional network, position yourself for job opportunities and achieve long-term career objectives. While Mr. Colon pointed out that it is important to feel comfortable with being uncomfortable, he put some audience members on the spot and asked to come up to answer questions. He also touched on the impact that networking can have.

## PROFESSOR SPOTLIGHT

### Dr. Robert S. Fleming

In May, Dr. Robert S. Fleming, Professor of Management, was reappointed to the Commonwealth of Pennsylvania Fire Service Certification Advisory Committee. Dr. Fleming is currently serving his third three-year term as Chairman of this Committee.

In June, he participated in the National Fire Protection Association (NFPA) Annual Conference, the NFPA Committee Leadership Conference, and the NFPA Standards Forum. In addition, he participated in a number of other conferences such as the Eighth Annual Homeland Security and Fire Safety Conference, the National Fire Protection Association (NFPA) Annual Conference, the NFPA Committee Leadership Conference, and the NFPA Standards Forum.

In July, he served as Program Coordinator for the Chief's Leadership Program at Firehouse Expo 2011. He also delivered presentations on Effective Delegation within the Contemporary Fire Department and Overcoming Resistance to Change within Your Fire Department.

Finishing up a long summer, in August, Dr. Fleming completed the Senior Executives in National and International Security Program at the Harvard University Kennedy School of Government. Dr. Fleming joined senior lead-

ers and executives from the United States and over 20 other nations in this extensive two-week program designed to provide a forum for senior executives to deepen their understanding of current security issues and exercise their evaluation and decision-making skills.

### Dr. Gulser Meric &

### Dr. Jia Wang

Dr. Jia Wang, Assistant Professor of Finance, and Dr. Gulser Meric, Professor of Finance, have an article, titled "The Determinants of Stock Returns in the October 9, 2007-March 9, 2009 Bear Market," published in the Fall-2011 issue of *The Journal of Investing*. Dr. Zungang Liu of Penn State University and Dr. Ilhan Meric of Rider University are co-authors of the article. The article is the most downloaded paper from the Journal's website: <http://www.ijournals.com/toc/joi/current>

In addition, please join me in congratulating Drs. Meric and Wang for their co-authored publication that won the "Bright Idea Award" sponsored by the Stillman School of Business at Seton Hall University and the NJPRO (New Jersey Policy Research Organization) Foundation. The foundation awards a small subset of selective papers published by the faculty members from NJ business schools. There were 110

articles submitted for evaluation this year. Their paper, titled "A Comparison of the Determinants of Stock Returns in the 1987 and 2008 Stock Market Meltdowns" was also chosen to be published in the *Banking and Finance Review* last year.

### Dr. Shifei Chung

Dr. Shifei Chung, Professor of Accounting, made the following four presentations at three different conferences during this past summer. All four were coauthored with Dr. Ramesh Narasimhan at Montclair State University.

- International Conference of Decision Sciences Institute, Taipei, Taiwan  
*"The Impact of the Proposed Standard on Accounting for Leases on Reported Earnings of U.S. Companies"*
- Global Business and Economic Development International Conference, Singapore, Singapore  
*"Accounting for Inventories: The FASB/IASB Convergence Project and the Future of LIFO Method"*
- American Accounting Association Annual Meeting, Denver, Colorado  
*"Virtual Office Hours" & "Is too much technology affecting learning in the Principles course? Is it time to go 'old school?'"*

## FROM THE NEW GRADUATE ASSISTANT: DILLON CARNEY

Dear Faculty and Students,

As the new Graduate Assistant for the MBA Program, I am pleased to welcome you to the 2011-2012 academic year. You may have seen me on campus before because I received my Undergraduate degree in Management Information Systems from Rowan University in the Spring of 2010. I was also on campus this past school year as a Graduate Assistant for the Finance Department where I completed the first half of my MBA in

Finance. I assisted Dr. Isik, Dr. Meric, Dr. Uy-gur, and Dr. Wang with their Undergraduate courses and academic research. If I have not yet had the pleasure of meeting you, I hope that opportunity comes very soon and look forward to working with you. I am extremely excited to announce that our MBA Networking event will be held on April 20th. If you are interested in helping with this event, please email me at Carney58@students.rowan.edu.

As I continue to create the MBA Program's monthly newsletter, I would greatly appreciate it if you could send me any ideas or information that you would like to share in the MBA Briefs. If you have a contribution to our newsletter, please feel free to email me. I look forward to getting to know you throughout the year and I wish you luck in all your endeavors.

## 2011 ROHRER BUSINESS PLAN COMPETITION



The Rohrer Business Plan Competition encourages MBA students to submit plans for new ventures and high-

growth businesses. Winners can take home **\$5,000** and gain exposure to funding sources, prospective customers and business partners!

**Learn More:**  
[www.rowan.edu/cie](http://www.rowan.edu/cie)

### Who May Compete?

- Rowan University Students – graduate or undergrad programs; any major or degree
- Alumni - graduated within the prior 12 months
- Teams - have at least one registered full-time or part-time matriculated student or an alumnus
- Teams that do not exceed five members
- Individuals limited to serving on one team
- Must be a legal resident of the US



### Important Dates to Remember

- Oct. 3 - Intent to Compete Form Due: <http://rowanbpc2011.istart.org>
- Oct. 14 Workshop #1 on Feasibility Analysis – 12:00 to 3:00pm, Bunce 321
- Oct. 21- Workshop #2 on Feasibility Analysis – 12:00 to 3:00pm, Bunce 321
- Nov. 10- Written Feasibility Analysis Due (Semifinalists notified in Dec.)
- Feb. 4- Written Business Plan Due (Finalists selected by March)
- April 2- Business Plan Competition Finals

**Register:**  
<http://rowanbpc2011.istart.org>

## NEW TRADING ROOM AT THE ROHRER COLLEGE OF BUSINESS



If you have heard bells ringing in Bunce Hall on September 26, 2011, it was because the Rowan University Trading Room sponsored by Northwest Mutual Financial Network officially opened. The lab, which is located in Bunce Hall Room 252, features large LCD screens which display important information such as financial updates and stock prices.

MBA students enrolled in Dr. Jia Wang's "Investment and Portfolio Analysis" course will

have the opportunity to invest real money with the Rohrer College of Business Student Managed Investment Fund. More importantly, this class is beneficial to everyone, not just finance majors. Eventually, you will need to manage your own retirement account.

Dr. Wang explained how this will help students better understand important concepts. "For example, we teach students about trends between treasury bonds and stocks. Now inside the Trading Room, students can see these trends everyday in real-time."

Rowan alumni and brothers,

Andy and Scott Schwartz are both wealth management advisors with Bleakley, Schwartz, Cooney & Finney LLC, part of the Northwestern Mutual Financial Network. Together, they raised \$120,000 to fund the trading room. Other donors included John Cooney and Reed Finney of the same group, Eric Olson of The Olson Financial Group, Kevin Hassan from The Hassan Group, Andrew Braun from the Mid-Atlantic Financial Group and the Northwestern Mutual Foundation, based in Milwaukee, which matched the individuals' gifts.

## NEW GRADUATE STUDENTS

A helpful website for campus policy and procedures can be found at [http://www.rowan.edu/colleges/cgce/current\\_students/grad\\_reqs.php](http://www.rowan.edu/colleges/cgce/current_students/grad_reqs.php). The site provides a virtual tour of Rowan's graduate program and answers common and some not-so-common questions. Anything from email accounts, parking, useful links and more.

# CAREER EVENTS ON AND OFF CAMPUS

## Business Expo 2011

October 6 at 10:00AM - 4:00PM  
Crowne Plaza, Rt. 70 East, Cherry Hill, NJ

## Walt Disney World College Intern Program Presentation

October 6 at 3:00PM, 5:00PM or 7:00PM  
Savitz Hall Presentation Room

## Career Exploration & Graduate School Fair

October 11, 2011 at 10:00AM - 3:00PM  
Chamberlain Student Center Ballroom

## Federal Government & Non-Profit Agencies Job Fair

November 10, 2011 at 10:00AM - 3:00PM  
Savitz Hall Atrium



## Peace Corps

November 18, 2011  
Career Management Center - Savitz Hall  
1:45PM - 3:00PM

## Rowan University Career Fair

February 21, 2012 at 10:00AM - 3:00PM  
Recreation Center

## Ask an Alum...(Career Exploration Night)

March 6, 2012  
Time & Location TBA

# VOLUNTEER WITH NON-PROFITS



Are you interested in using what you have learned in classes to help local non-profit organizations? Several organizations including the South Jersey Land and Water Trust, Court Appointed Special Advo-

cates (CASA), and the Camden County Habitat for Humanity have expressed interest in working with our students to help better their organization. Services could include developing marketing plans, business plans, financial analysis and forecasting, or simply volunteer services. This could be a great way to build your

resume and increase your involvement in the local community. If this is something you think you would be interested in please contact the MBA Program Director, James Jordan through email at [jordanja@rowan.edu](mailto:jordanja@rowan.edu) or by telephone at 856-256-5220 for more information.

# SPRING 2012 SCHEDULE

## ISSUES IN MIS

CRN # 21981, Shen, M 6:30PM-9:00 PM

## MANAGING ORG STRATEGY

CRN # 21457, Phelan, M 6:30PM-9:00 PM

## SP TP:PLANNING FOR THE MARKET

CRN # 22709, Guner, M 6:30PM-9:00 PM

## DESIGN/DEVEL/LEAD HI-PERF ORGS

CRN # 21274, Staff, T 6:30PM-9:00 PM

## PROF, LEGAL, MGRL RESPONSIBIL

CRN # 21751, Schoen, T 6:30PM-9:00 PM

## PROJECT MANAGEMENT (Web Assisted)

CRN # 22259, McFarland, T 6:30PM-9:00 PM

## ENTREPRENEURSHIP/INNOVATION

CRN # 22910, Byrd, W 6:30PM-9:00 PM

## FINANCIAL DECISION MAKING

CRN # 20963, Uygur, W 6:30PM-9:00 PM

## MANAG DECISION MAKING TOOLS

CRN # TBA, Roh, W 6:30PM-9:00 PM

## ELECTRONIC COMMERCE

CRN # 22706, Nicholson, R 6:30PM-9:00 PM

## INTER BUS SOCIETY

CRN # 23096, Cherry Hill Library, R 6:30PM-9:00 PM

## MARKETING MANAGEMENT

CRN # 22173, Parker, R 6:30PM-9:00 PM

## MANAGERIAL ACCOUNTING

CRN # 21677, Zhang, R 6:30PM-9:00 PM

## FINANCIAL ENGINEERING

CRN #21449, Wang, S 9:30AM-12:00PM

## ADVANCED MANAGERIAL ACCT

TBA

## ONLINE

## MANAG DECISION MAKING TOOLS

CRN # 22634, Lee, 10-JAN to 30-APR

## MANAGERIAL ACCOUNTING

CRN # 22635, Staff, 06-MAR to 30-APR

## FOUNDATION COURSE

## PRINCIPLES OF ECONOMICS

CRN # 22923, Jam, 06-MAR to 30-APR

# DID YOU KNOW ?

Did you know that the Rohrer College of Business MBA Program is on LinkedIn, Twitter and Facebook? Are you following us on Twitter, friends with us on Facebook, or connected to us on LinkedIn? If not, now is the time to do so. Our social networks are the best way to hear the latest news on upcoming events, job opportunities, and share your thoughts.

