As we celebrate the recent commencement of another Rohrer College of Business (RCB) class, I’d like to take this opportunity to reflect on the many accomplishments of the College during the last year.

The second annual RCB gala was an enormous success, with a sold-out VIP reception and dinner celebration. This year’s event commemorated the 25th anniversary of the MBA program at Rowan University.

In partnership with the RCB Alumni Association, the College held its second annual Homecoming barbecue. More than 300 students, faculty, staff, alumni and business leaders visited the College’s tent to taste amazing barbecue and discuss business in South Jersey.

As fall turned to winter, the College began developing plans for the new business building. The proposed building design will include an Entrepreneurship Hatchery, Center for Professional Development, food concession and office centers for the graduate and undergraduate programs.

The groundbreaking is scheduled for December 2014. The building will be complete by spring 2017.

As always, I invite you to become a part of the remarkable changes taking place within the Rohrer College of Business.

Sincerely,

Dr. Robert C. Beatty
Dean and Professor of Management Information Systems

As a successful cosmetic surgeon, Steven Davis, M.D., of Davis Cosmetic Plastic Surgery in Cherry Hill, knows the value of a fresh perspective — a mindset that led him to engage the services of Rohrer College of Business marketing students.

“I’ve been involved with robotic hair transplantation for a while, and I’m very interested in bringing that to the South Jersey area,” said Davis, who offers a full range of aesthetic services. To investigate this opportunity, he charged students with the task of researching market trends and demographics in the region.

“The students are really phenomenal,” he said. “When I presented information to them about who I am and my practice, they knew more about me than I think I knew about myself.”

While performing their research, students used a variety of public and commercial data from sources such as the U.S. Census, IBIS and Reference USA, said Dr. Berrin Guner, professor of marketing. Students working on the project invested 18 hours of training in social media marketing, search engine optimization and Google Analytics, she explained. “They brought their marketing capabilities, especially when it comes to social media marketing.”

As clients gain from this expertise, students continue to develop marketing, research and communication skills, as well as soft skills. “They are learning how to make decisions based on data, not just based on intuition, as they provide the best solutions to their client’s marketing needs,” Guner said.

Such hands-on projects have long-term benefits. “The most important outcome that I see is that students flourish,” Guner said. “They believe in themselves.”
As Rohrer College of Business students mixed and mingled with alumni in the Eynon Ballroom in the Chamberlain Student Center during “Mocktails: The Art of Networking,” the drinks they sipped were mock, but the business connections they forged were very real.

Before the event earlier this semester, designed to introduce students to networking, alumni volunteers hosted workshops on best practices, preparation, follow-up and other skills. It was sponsored by the College, its Alumni Advisory Council (AAC) and Rowan’s Career Management Center.

“One of the things we spoke about was how they can differentiate themselves from their peers and how to convey their value to a contact in a concise manner,” said Mike Liuzzi, ’07, vice president of the Junior Alumni Committee of the AAC and a fiscal management consultant with CLM Advisors LLC in Sewell.

In addition to networking during the event, students gathered valuable tips from an alumni panel. They made key connections, and some even landed interviews, said Liuzzi, who offered one student an internship.

“I loved watching the empowerment of the students who came,” said Patrice Patterson, instructor of marketing and business information systems.

Paul Arrington, ’15, a marketing major from Washington Township, signed up to hone his skills for an upcoming career fair. “I gained a lot from the event, such as how to pitch yourself to people who may be interested in hiring you for their company.”

“We as alumni know that when the students get into the workforce, they are going to have a leg up on their peers who have never attended a networking event before or had not learned the tools to make the best of the event,” Liuzzi said. “In addition, students also took a big step in developing relationships with the alumni community and helped grow the entire Rohrer Network.”

Each year, the Rohrer College of Business (RCB) draws a new group of undergraduates from area community colleges who are well on their way to career success.

“They’re all ‘A’ students. They’re getting great positions, and they work together in groups. They have their own support system,” Romeo said. Four students received offers of full-time positions from Big Four firms; three of these students will graduate next year.

After earning an associate’s degree as a recipient of a New Jersey Student Tuition Assistance Reward Scholarship (NJ STARS), Mike Addeo, ’14, an accounting and finance major, transferred to RCB.

“The Gloucester County College business program did an excellent job of preparing me, especially in my accounting classes,” he said. “When I transferred into some of the upper-level classes at Rowan, I felt like I had a good understanding of the key concepts to help me compete.”

Addeo swiftly dove into the RCB program. “Once I started at Rowan, I immediately went to one of its career fairs and I obtained my first internship at PricewaterhouseCoopers, and, eventually, my full-time position at PricewaterhouseCoopers,” Addeo said.
Accounting sleuths take on white collar criminals

In the fall, Rohrer College of Business accounting students joined forces with the criminal investigation unit of the Internal Revenue Service (IRS) to track down the perpetrator of a white collar crime during a full-day criminal investigation simulation.

During this on-campus event, known as the IRS’s Adrian Project, agents of the IRS Criminal Investigation Division (CID) from the Newark, N.J., Field Office, presented case information to students and trained them to review financial statements and bank accounts and interview persons of interest. Thanks to their efforts, the suspect was subpoenaed and arrested by the end of the day.

To be sure, the project was an eye-opening experience. “Most people think accountants are behind a desk preparing tax returns or doing bookkeeping or payroll, but the tremendous fraud and white collar crimes that are going on in corporate America are really widening the possibilities of what an accountant can do,” said Tracey A. Fabrico-Basile, accounting instructor.

“After going through the training, several students told me they were strongly considering a career with the IRS,” said Richard Marmon, associate professor of accounting. “One student said she was definitely going to apply. Also, the experience opened their eyes to other opportunities with complementary enforcement agencies, such as the Federal Bureau of Investigation and Bureau of Alcohol, Tobacco, Firearms and Explosives.”

The College welcomed this opportunity. “As a leader in business education in New Jersey, we’re always looking for ways in which to provide students with exciting opportunities to expand their knowledge base and obtain valuable experience in various aspects of business,” Marmon said. “As a tax law educator, I was thrilled that the students were able to get the inside scoop on what actually happens inside the IRS CID.”

Alumna set for success

As operations manager of Conigent, a Haddonfield-based firm that creates custom cloud applications, Nicole Fasolino, ’09, M’11, balances a full slate of responsibilities, including marketing, finance and human resources. “I work in a very fast-paced environment that constantly changes, so I need to be able to multi-task and jump from one functional role to another,” she said. “I honed these skills during my undergraduate career through the completion of my MBA at Rowan.”

In her position with Conigent, operations manager Nicole Fasolino applies skills gained from RCB graduate and undergraduate experiences in many ways.

During her undergraduate years in the Rohrer College of Business (RCB), Fasolino provided technical support to faculty, students and parents while employed at the Rowan University Support Desk. “I quickly learned I wanted to link my business education with technology,” she said. “Studying management information systems (MIS) in RCB would allow me to pursue a career in such a field.”

As an MBA student, Fasolino landed a graduate assistantship, where she managed events, developed marketing materials, interacted with prospective students and oversaw the program’s website.

The experiences she gained guided her future choices. “I had an internship during my undergraduate program that taught me very early on that I did not want to work for a large corporation,” she said. “I didn’t want to sit in a cube farm, plugging away at very specific tasks that I would have difficulty even linking to the big picture.”

In contrast, she enjoys wearing multiple hats in a smaller organization. “My coursework and assistantship gave me the ‘do-whatever-it-takes’ mentality and knowledge that set me up for success. I probably would not have gotten in the door to interview for my position with Conigent without my background in MIS.”
Plans for the brand-new Rohrer College of Business (RCB) building are beginning to take shape, thanks to a $45.9-million grant from the State of New Jersey that will help fund this project.

The University Architect Selection Team has chosen Goody Clancy of Boston, which will team with KSS Architects of Princeton for the project.

Two RCB groups will work with the architects to help guide this process — a focus group, which will disseminate project information to departments and collect information, and a building committee, which will support the back-end operations of the building and provide logistical information, as well as details regarding support operations for the building.

The new building will be located on Route 322, next to Westby Hall.

"This state-of-the-art building will heighten our position of prominence within the region and help us to attract more high-quality students and faculty." — Dean Robert Beatty

Margaret Van Brunt, assistant dean and primary of the project, eagerly anticipates the outcome. "We’ve never had a dedicated building constructed with our needs in mind," she said. “This will give us the opportunity to continue to provide an excellent business education to our students in the 21st century and beyond.”

“This is really a once-in-a-lifetime opportunity,” said Dr. Robert Beatty, dean of the Rohrer College of Business. “Our new building will be designed to be a business building for South Jersey. This state-of-the-art building will heighten our position of prominence within the region and help us to attract more high-quality students and faculty.”