

Undergraduate Programs



RUTGERS

School of Business | Camden

- Your School of Choice.

Acquire Knowledge

- Students have access to world-class Rutgers faculty, who incorporate their experiences into the curriculum.
- Our faculty are top researchers in their fields of work. Many have received national recognition for their teaching and influential research.

Experience Life

- Our campus is located in the heart of the Delaware Valley. We are positioned at the foot of the Ben Franklin Bridge, just across the Delaware River from historic Philadelphia.
- Our close proximity to Philadelphia and New York City provides opportunities to experience the business world in two of the largest financial centers in the United States.

Know the World

- The International Studies Program includes intense one-week study trips to visit global businesses and government institutions. Immersion in different cultures and studying alongside international peers are experiences that students never forget.

Build Your Passion

- The Business Leader Development Program provides opportunities for students to participate, be rewarded, and be recognized for their leadership initiatives.
- Students hone their leadership knowledge and skills in the classroom and apply them in extracurricular settings.

- Your School of Choice.

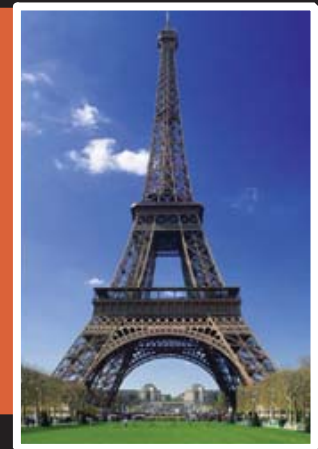
- Our programs prepare students for a wide range of professional positions and graduate studies.
- Our diversified curriculum assures that coursework is relevant to the real world and is customized to fulfill academic requirements.



- Our internships extend beyond the Delaware Valley and provide opportunities to build networks in the business world
- In a typical year, up to 100 Rutgers School of Business–Camden interns are placed in small and large businesses, government agencies, and non-profit organizations.



- Our most recent International Studies Program locations include South Africa, Brazil, Southeast Asia, and France.
- Students have the opportunity to study abroad for an entire semester with the assistance of the Rutgers University Study Abroad Program.



- Participation in student organizations encourages students to interact and develop leadership skills among their peers. Organization meetings and discussions involve brainstorming and creating innovative events and activities to increase knowledge and expand leadership development.



Academic Excellence

Students who want to study with experts choose the Rutgers School of Business–Camden. Our students have the advantage of accessing real-world knowledge from educators with genuine experience. Our faculty members are top researchers in their fields, and their work has a significant and continual impact on our students and the business world.

Our Programs. We prepare students for a wide range of professional positions as well as graduate studies. Our diversified curriculum ensures that coursework is tailored to satisfy academic requirements and build real-world knowledge.

Accounting offers a comprehensive foundation in accounting theory, financial accounting and reporting, managerial and cost accounting, taxation, auditing concepts, and business law. It provides background needed to sit for the Certified Public Accountant (CPA), Certified Management Accountant (CMA), and the Certified Internal Auditor (CIA) examinations.

Finance provides students with solid theoretical and practical knowledge of domestic and international finance in the areas of corporate finance, financial derivatives, investments, portfolio management, and financial markets and institutions.

Management provides training in analyzing problems, making decisions, delegating assignments, training and supervising employees, budgeting, and coordinating. It also encompasses operations, human resource management, entrepreneurship, management information systems, strategy, and international business. Students can specialize in general management, strategy/international/entrepreneurship, or e-commerce.

Marketing provides students with a solid foundation in marketing principles and techniques. Marketing equips students with the quantitative and qualitative skills necessary to investigate and analyze customer behavior, competitors, and external groups who may be affected by the marketing process. Specializations in marketing research and e-marketing are available.

Exceptional Faculty



The School of Business–Camden upholds the high standards that have earned Rutgers global respect as a major research university. The result? We attract exceptional faculty members, thought leaders, and top scholars—like Gayle Porter (professor, management)—who place working one-on-one with students among their top teaching priorities.

"We're a small school with a big name," notes Dr. Porter. "Each of us cares deeply about getting to know our students personally and enriching their experience here."

She is just one of the many Rutgers School of Business–Camden professors who conduct influential, relevant research.

"The knowledge we gain through research ties directly into our teaching," Dr. Porter says. "We are developing tools that our students can employ in their own success."

Experiential Learning

The Rutgers School of Business–Camden has earned an admirable reputation for our commitment to comprehensive business education, which is based on a high-quality, experiential learning environment. Students have the opportunity to gain real-world experience through our active Internship Program, Honors Thesis option, and Guest Professor Program.

Internships serve as a valuable professional gateway, and our location plays an important role for students to experience highly competitive internships. We are located minutes away from Philadelphia, where students have the opportunity to gain valuable career-related business experience. We are also midway between New York City and Washington, D.C., which places us at the center of the East Coast business corridor. Close proximity to Washington, D.C. gives us an avenue to the heart of the United States government, and New York City provides opportunities to build networks in the largest financial district in the United States.

Honors Thesis is a research project spanning a student's two senior semesters. It involves the study of

academic literature, data collection, and the writing and presenting of an academic research paper.

"It is a scaled-down version of a master's thesis or doctoral dissertation and is designed to encourage students to participate in academic research."

~Dr. Robert Schindler (professor, marketing)

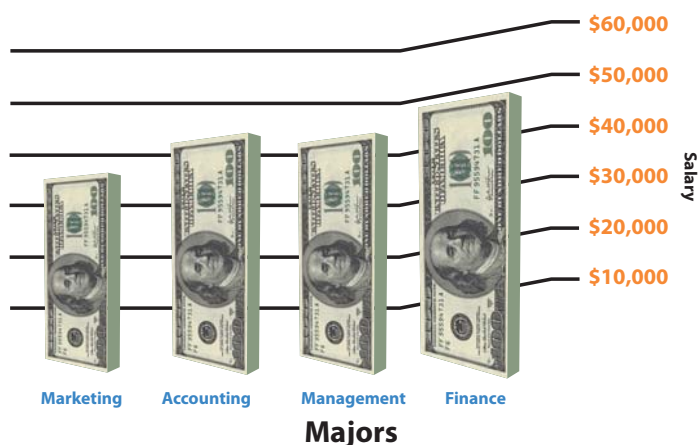
Executives to Educators. Each fall, more than 50 executives trade their boardrooms for classrooms through the Guest Professor Program. Students have the opportunity to meet these executives and hear how classroom theories are applied in the real world.

Get it right from the source

The Rutgers School of Business–Camden regularly brings top executives into the classroom to share insights on how they tackle professional challenges and advance their own careers. Recent visitors include:

- CFO, Urban Outfitters
- Metro President, TD Bank
- Senior Vice President, Lockheed Martin Corp.
- Managing Director, Goldman Sachs
- COO, The Philadelphia Coca-Cola Bottling Company
- CEO, Borgata Hotel Casino & Spa
- Group Product Manager, Ford Motor Company
- CEO, Campbell Soup Company
- CEO, J&J Snack Foods Corp.
- CEO, Forman Mills
- CEO, Capital Bank of New Jersey
- Executive Vice President, Brandywine Realty Trust
- Chair, President, and CEO, Pepco Holdings, Inc.
- IT Director, Dow Chemical
- Past Governor, State of New Jersey

Rutgers School of Business–Camden Starting Salaries*



*As of 2009 Source: Rutgers–Camden Career Center

Global Integration

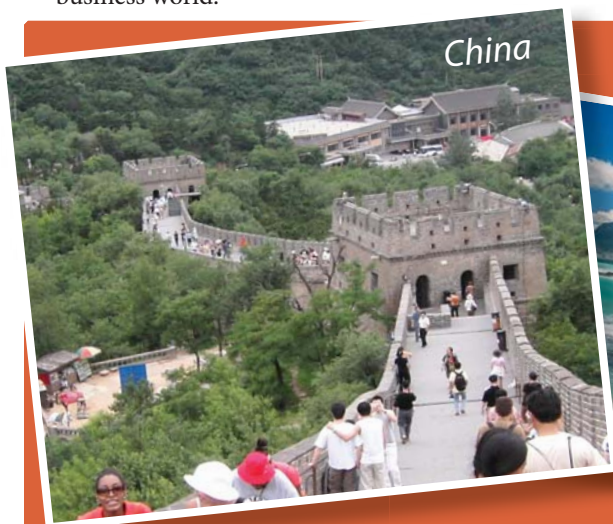
At the Rutgers School of Business–Camden, your learning experience extends far beyond the campus borders. We are known for our innovative study programs, international faculty, and providing opportunities to participate in international experiences.

International Studies Program offers intensive one-week study trips as an integral component of three-credit courses. These study trips are led by seasoned faculty, which means that you get maximum learning in a condensed time frame. Participants and professors visit global businesses and government institutions to learn about the management and marketing practices of the region. Immersion in a different culture is a profound and fascinating learning opportunity. This experience prepares students to interact and work among their international peers and to work in the increasingly global business world.

Semester Study Abroad Program. The Rutgers School of Business–Camden works in conjunction with the Rutgers Study Abroad department to help students plan a successful semester abroad. For more information regarding study abroad programs provided by Rutgers University, please visit studyabroad.rutgers.edu.

Here are a few examples of more than 30 nations our students have traveled to through Study Abroad programs:

- Belgium • China • Czech Republic • Egypt
- France • Germany • Great Britain • Greece
- Ireland • Italy • Japan • Mongolia • Namibia
- Netherlands • Peru • South Africa • Spain



When Caquandra Grace (management '07) enrolled in the Rutgers School of Business–Camden as a first-year student, she never imagined the places her education would take her, both here and abroad.

“I was attracted to Rutgers–Camden by the small campus and the reputation of the business program,” she says. “When I got here, I was pleasantly surprised by just how many opportunities there are to get involved in new things.”

At the Rutgers School of Business–Camden, Caquandra was active in the Finance and Management Associations, the Rotaract Club, and the Black Student Union, for which she served as secretary. But what broadened her horizons the most were the experiences that took her to faraway places. Caquandra spent her junior year studying at City University in London. She also participated in the Rutgers School of Business–Camden’s popular South Africa International Study Program.

Global exposure helped Caquandra define her career interests and made it clear her goal was to work for a company with an international presence.

“I studied international business at both Rutgers and City University, and then I saw it first-hand in South Africa,” Caquandra notes. “All of this helped me understand that the world is bigger than just our surrounding area. And because I studied the similarities and differences in how business works in three different countries, it taught me to recognize the little things that are universally important, regardless of where you are.”

Leadership Development

We are committed to presenting students with the resources they need to become thought leaders in their fields. The opportunities presented by the Rutgers School of Business–Camden allow students to enter as novices and graduate as leaders.

Business Leader Development Program (BLDP) provides an opportunity for students to participate and be rewarded and recognized for their leadership initiative. Seminar topics change each semester to probe different aspects of leadership. Students tailor a portion of the program to their own interests through leadership contributions in student organizations and extracurricular activities. The belief is that participating students will:

- Go beyond what is required in developing personal and intellectual capabilities.
- Initiate and contribute to events and programs that help others.
- Be accountable for getting things done with and through others.
- Be an excellent role model and exploit their own determination, drive, self-discipline, and respect for others, while upholding the highest ethical behavior.

Student Leadership

“The Business Leader Development Program seminar has been a chance to build on existing leadership skills, as well as acquiring new ones. The BLDP seminar is a course I can point to as being one of the best things to prepare a student for their future career.”

~Mike Bruder (finance, '11)

“Experiences learned from our Business Leader Development Program have laid a foundation to where I can recognize more than the financial effects in a business, I now consider the emotional benefits of effective leadership.”

~Jason Marsdale (marketing, '11)



Student Organizations. The Rutgers School of Business–Camden offers a variety of organizations through which students can supplement classroom learning, create beneficial professional contacts, and socialize with peers. The following on-campus organizations encourage Rutgers School of Business–Camden students to share their interests:

- **Accounting Society** provides supplementary knowledge in accounting through various events and guest speakers. Members are introduced to numerous CPAs from eminent firms as well as government agencies.
- **Ecommerce Society** provides guest speakers and workshops featuring professionals who are currently working on innovative topics in ecommerce and IT.
- **Finance Association** assists students interested in finance, banking and investments; provides an association for students actively interested in these fields; and encourages interaction between business executives, faculty, and students of business and finance.
- **Management Association** organizes meetings and events so that students can learn more about the business world. Executives are invited to share their knowledge and advice about careers and industries.
- **Marketing Association** provides insight into all aspects of marketing through various events, guest speakers, site visits, and charity work.
- **Minding Your Busine\$\$** is the Rutgers School of Business–Camden newspaper. Written and edited by students, *Minding Your Busine\$\$* provides students with the opportunities to hone communication skills, add resume experience, and impress future recruiters.

For more information on the Rutgers School of Business and its programs, contact:

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Photography by David Michael Howarth, Nick Romanenko, Mike Bruder, and the Rutgers Study Abroad Program.

