

Rowan University

The Rohrer Review

A Publication of the William G. Rohrer College of Business



Message from the Dean

The word “outstanding” aptly describes our ongoing progress in the Rohrer College of Business. We recently received a major gift commitment, an important survey gives us high marks for our entrepreneurship program, and project-based learning continues to strengthen our curriculum.

The pledge by Dr. Robert Pritchard and his wife, Barbara, will provide financial assistance for top-achieving students as well as support an endowed chair in finance. This generosity holds particular significance in the face of dwindling financial support from the state.

The Princeton Review and *Entrepreneur* magazine recognized our entrepreneurship program, which they ranked 17th in the nation in a survey of more than 700 undergraduate colleges and universities. The Princeton Review also has recognized our MBA program in the 2007 edition of “Best 282 Business Schools.”

And, the resources provided by the William G. Rohrer Charitable Foundation’s \$10-million gift continue to help us implement project-based learning throughout the curriculum. Whether serving as consultants to area businesses or working with far-flung teams on software development, our students gain practical experience.

These items indicate the excellence of the Rohrer College of Business, and this issue includes more about them. I hope you enjoy it.

Sincerely,

Edward J. Schoen
Dean

Rowan University Entrepreneurship Program Ranked 17th in Nation

Rowan offers a practical education to budding entrepreneurs, and a recent ranking by The Princeton Review and *Entrepreneur* magazine attests to the strength of that approach. In a survey of more than 700 schools, the University ranked 17th in the top undergraduate colleges and universities for entrepreneurs.

High-ranking institutions demonstrated a commitment to practical, hands-on experiential learning to provide skills that translate into real-world businesses, according to the organizations. Ranking criteria included the curriculum’s entrepreneurial emphasis, mentoring, experiential learning, faculty credentials and alumni success.

“I am delighted that our undergraduate entrepreneurship program has been recognized as one of the top 25 most exceptional undergraduate entrepreneur business programs,” said Edward J. Schoen, dean of the Rohrer College of Business. “This award recognizes the strength of our faculty and their project-based learning approach to business education; the talented and creative students enrolled in the program; our innovative entrepreneurship curriculum and the significant array of resources supporting the program, such as the Center for Innovation and Entrepreneurship and the Entrepreneurs Forum of Southern New Jersey.”

Rowan President Dr. Donald Farish credited gifts from the William G. Rohrer Charitable Foundation, including \$10 million in 2005, for helping to propel the College to its standing. “We already have seen impact from the Rohrer gifts on campus and in many communities in New Jersey, thanks to the expanded entrepreneurship programs and project-based learning experiences they have helped fund. Still, it is wonderful to be acknowledged by such respected organizations as The Princeton Review and *Entrepreneur* magazine and to be among the schools recognized as best in the United States in entrepreneurship.”



Rowan’s entrepreneurship program recently won recognition from a national survey. One of the University’s entrepreneurs is **Bob Wear, Jr.**, a junior from Harrison Township, whose company, Oasis Illusions, designs and builds custom palm trees for commercial and residential customers. **Bob Wear, Sr.**, a retired Rowan MIS manager, now works for his son.

Pritchard Pledge to Fund Endowed Chair in Finance

Bob Pritchard believes in giving back. The Rowan professor of finance and his wife, Barbara, recently pledged \$650,000 to the Rowan University Foundation to fund the Robert E. Pritchard Chair in Finance. Previously, the Pritchards established a scholarship program for senior year students specializing in finance, which they continue to fund.

“Rowan offered me many different opportunities for publishing and consulting activities beyond teaching,” said Pritchard, a senior faculty member. “I was fortunate to have the opportunity to capitalize on a number of these opportunities and wanted to give something back.”

Dean Edward J. Schoen expressed his appreciation for the contribution. “The Rohrer

College of Business is extremely grateful to Bob and Barbara Pritchard for their generous pledge. Because of their generosity, significant scholarship support will be provided to students studying finance, and the Pritchard chair will enable us to recruit outstanding scholars in the field of finance,” Schoen said.

Pritchard noted that the scholarship funds will defray costs for two seniors. “It’s a very important year when students prepare for professional employment and graduate study, and our thought was to help students focus more on their studies and a little less on outside jobs,” he said.

The donation also impacts faculty through creating the finance position. “The real foundation and core of any business school is its full-time faculty,” said Pritchard.



Dr. Robert Pritchard, professor of finance, and his wife, Barbara, recently pledged to fund a chair in finance.

Assistant Dean Collaborates on Behalf of College

During any given day, Margaret Van Brunt can be found connecting with students to resolve scheduling or other issues, collaborating with faculty or calling companies that might employ College of Business students.

That’s just part of the job for Van Brunt, who is a CPA, experienced teacher and winner of the 2005/2006 Outstanding Educator honor from the New Jersey Society of Certified Public Accountants.

She also works on an extensive internship

program, coordinates the Volunteer Return Preparation Program (VRPP) and crunches numbers for the South Jersey 25.

Recently, Van Brunt added her extensive internship database to eCampus Recruiter, Rowan’s new electronic system that connects students and alumni with prospective employers. “This fall, I converted everything to eCampus Recruiter,” Van Brunt said. Prospective employers can now post their openings, and students can access the information anytime. Van Brunt uses the database’s alert system to receive new posting notices and introduces herself to company representatives she doesn’t already know. Such conversations build relationships that benefit both the organization and the College.

Van Brunt also recruits and trains students for VRPP, which provides free help on basic tax returns for senior citizens, individuals with disabilities or low incomes and other students. The VRPP, which last year assisted 227 people, includes many return clients. “A large group are local senior citizens who enjoy being with students and receiving a wonderful service,” Van Brunt said.

And as the researcher for the South Jersey 25, a compendium of the area’s fastest-growing companies produced by the *Philadelphia Business Journal*, Van Brunt checks applications from area firms to ensure they meet eligibility requirements.

Dean Edward J. Schoen said, “Margaret is an indispensable team member who constantly discovers new opportunities to help our students succeed and enhances the presence of the Rohrer College of Business in the regional business community.”

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Margaret Van Brunt regularly meets with students as part of her role as assistant dean in the Rohrer College of Business.

Nonprofit Development Center Opens Office at Rowan

Area nonprofits have gained a new resource with the campus office of the Nonprofit Development Center (NPDC) of Southern New Jersey. The organization, housed in Rowan's Center for Innovation and Entrepreneurship (CIE), provides shared space, equipment, ideas and training for nonprofit managers and board members.

The move is a positive one. "Rowan has a strong commitment to encouraging entrepreneurial organizations that provide value to the southern New Jersey and Delaware Valley communities. The NPDC has many complementary goals in the nonprofit sector, and we look forward to working closely with it," said Dr. Tom Bryant, visiting chair for entrepreneurial studies in the Rohrer College of Business.

NPDC grew out of a yearlong study by representatives from business, government, nonprofits and higher education that led to the concept of an organization to help nonprofits be more effective. Becky Corbin, NPDC president, said, "We gathered a diverse group that really cares about elevating the services of nonprofits."



Becky Corbin, president of the Nonprofit Development Center (NPDC) of Southern New Jersey, credits Rowan for helping her organization begin to provide assistance to area nonprofits.

Corbin's long-term vision is a facility where nonprofits can share space, a receptionist, a computer network and other resources as well as host training events. Two area groups — a community foundation and a social services provider — may be the first to take advantage of the newly established space.

Even before moving into its new office, the NPDC gathered area business and nonprofit representatives together through such workshops as "Building Nonprofit Capacity in Southern New Jersey," held on campus last spring, and the recent program, "Making Collaborations Work for Your Organization."

In addition, through its collaboration with Rowan, NPDC has a logo, designed by a graphic arts class team, and a web site (www.npdcsnj.org), donated by a professional.

"We wouldn't be at this point without the backing of Rowan," Corbin said.

Rowan Wins 2006 NJTC Award

The New Jersey Technology Council has honored Rowan University with the 2006 Excellence in Technology Education Award.

The organization, based in Mt. Laurel, recognized Rowan for its plans for the South Jersey Technology Park at Rowan University and for its achievements in technology education in its Colleges of Business, Engineering and Liberal Arts & Sciences.

"Rowan is honored to be recognized by the New Jersey Technology Council. The council works diligently to maintain our state's technology leadership role, and Rowan pursues the same goal," said Dr. Donald Farish, Rowan University president.

Mentorship Program Makes Good Matches

A thoughtful approach spells success for the accounting mentorship program in Rowan's Rohrer College of Business. Now in its fourth semester, the initiative connects students with alumni mentors according to specific interests in the field of accounting.

Dr. Stephanie Weidman, associate professor of accounting and finance, who coordinates the program, credits a proactive process for the program's success. "We try to match up the mentors and mentees personally and ask about their interest in accounting areas as well as look at the mentors' work experience," she said. In addition, students can opt to consider a different specialty each semester and learn from another mentor.

Since the Spring 2005 pilot program, both students and alumni mentors have responded positively. Aaron Stanley, a senior accounting major from Hamilton, said, "I have gained priceless insight into the profession, and I also have had the opportunity to network with many accountants and professors."

During the four semesters of the program's existence, 210 students have signed up to learn more about tax and public accounting, among other areas, from more than 90 mentors. According to schedules and location, the pairs communicate through e-mail, telephone and/or in-person meetings. Weidman stressed that the program is flexible to accommodate participants' schedules.

The mentoring relationships provide a number of benefits. Students gain a professional perspective about the challenges and rewards of working in the accounting field as well as the opportunity to network with potential employers. Mentors enjoy the connection with their alma mater. And the mentor-mentee relationship can lead to internships and permanent jobs.

For more information about the program or to participate, contact Weidman at weidman@rowan.edu.



Aaron Stanley, a senior accounting major from Hamilton, **Kevin Basden '03**, an associate auditor with PricewaterhouseCoopers in Philadelphia, and **David Fraser**, a sophomore accounting major from Waretown (left to right), met at the October accounting mentorship reception held on campus.

MIS Teams Work in Virtual Space



Dr. Darren Nicholson and Bob Manz discuss web applications.

In today's electronic era, consulting and multinational companies commonly develop information systems projects in virtual space. In the Rohrer College of Business, students in the web applications course are following the same model.

The Rowan teams include students at Washington State University (WSU) and the University Center Cesar Ritz (UCCR) in Switzerland, and the groups are constructing new Internet applications based on project objectives and timelines developed with their clients.

The groups are building ASP.NET 2.0 web applications for such South Jersey clients as Rainman Sprinklers and Walt's Dixie Choppers in Elmer. For Rainman, the work will provide web communications and e-commerce capabilities so that business or residential customers will be able to choose a custom sprinkler system and get a project quote, or troubleshoot a system.

Dr. Darren Nicholson, assistant professor of management and MIS, believes the real-world approach is important. "This is exactly the type of work students will be doing when they're hired as systems analysts and developers," he said.

Bob Manz, a senior MIS major from Washington Township, said he is gaining valuable technical capabilities from the opportunity: "I will acquire skills working in teams both in person and virtually to develop web-based, data-driven applications for real clients with real needs," he said.

Students gain a competitive edge in the job market from the collaboration. "Students have the theory in their minds; however, once they leverage it to provide systems solutions to messy, real-world business problems and opportunities, something special happens – they completely get it," Nicholson said. "This experience helps to further distinguish Rowan business students."

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Dr. Robert S. Fleming, professor and chair of the Management and MIS Department, is an expert in emergency management and terrorism preparedness. Fleming, here visiting the emergency response center in Chester, Pa., has been actively engaged in assessing preparedness and assisting governmental entities and emergency responders in enhancing their readiness for various incidents.

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