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[www.newark.rutgers.edu](http://www.newark.rutgers.edu)

# Business

## at Rutgers–Newark

**A**ccounting, finance, management and global business, management and information systems, and marketing—if you are interested in studying business, choose from among these five majors offered at the Newark campus of Rutgers, The State University of New Jersey. Students either enroll directly into Rutgers Business School: Undergraduate–Newark (RBS) in their first year, or transfer to RBS after completing 56 college credits, including the pre-business core curriculum. Either option puts you well on your way to a successful career in the business world.

Located in downtown Newark—home to Prudential Financial, PSEG, and Verizon—and just across the Hudson River from New York City and the financial capital of the world, Wall Street, Rutgers offers access to internships, business leaders, and career placements that few schools can rival. Coupled with the liberal arts education of a major research university, a Rutgers business education is hard to beat—whether you're heading right into the job market or on to graduate or professional school.

## The Details

### Business Majors

RBS, along with Rutgers' Newark College of Arts and Sciences (NCAS) and University College–Newark (UC–N), offers five majors leading to the B.S. degree. To register for upper-level courses, students must first complete 56 college credits, including the pre-business core curriculum and most of their general liberal arts courses. Major courses and electives are then taken to reach 124 total credits.



■ **Accounting** involves keeping records of, reporting, and analyzing a company's financial position. Careers range from positions with public accounting firms to government or nonprofit organizations.

■ **Finance** encompasses the selection and exchange of financial instruments to increase the value of a company. Students' studies range from portfolio management to asset pricing. Graduates go on to careers in corporations, financial institutions, investment banks, and government agencies.

■ **Management and global business** majors learn how to run complex organizations, including analyzing global market trends, setting goals, and organizing resources. The management major provides the skills needed to secure entry-level positions as well as the tools needed to lead organizations.

■ **Management and information systems** combines business and information systems training. Students develop analytical and quantitative thinking skills as well as in-depth knowledge of computer applications. Graduates assume positions in such areas as operations management, financial modeling, distribution systems development, and communication network design.

■ **Marketing** involves deciding which goods and services consumers prefer and how these goods and services are presented in an attractive and persuasive manner. Career opportunities in advertising, market research, retailing, consumer analysis, and merchandising are all part of this major.



Whether you live on campus or commute, you will find Rutgers–Newark is so much more than attending classes and studying. You can find your niche and make lifelong friends when you join any of the scores of clubs on campus. If staying fit and reducing stress is your thing, or if you're just a super spectator, the Golden Dome Athletic Center will be your favorite spot on campus, with its pool, fitness center, varsity teams, and more. Many students live on campus, with first-year students living in Woodward Hall. There is always something happening, from open mike night to the annual Thunderdome floor competition. And when you need to refuel, Woodward is attached to the main residence dining facility, Stonsby Commons.

Home to more than 35,000 students, Newark is a college town. Rutgers–Newark's location in a major metropolitan center is one of the university's great strengths. The city is home to world-class museums, the New Jersey Performing Arts Center, fine galleries and restaurants, University Science Park, leading corporations, two law schools, a medical school, an engineering college, a school of architecture, major hospitals, and a professional baseball stadium. And, with Penn Station–Newark within walking distance of campus, the unparalleled resources of New York City are just a train stop away.

## Other Degree Options

■ **Accounting and Finance Double Major:** Students who fulfill all requirements in both the accounting and finance majors receive their B.S. degree in both subjects.

■ **Interdisciplinary Major:** This option allows students not in an RBS major to work with an NCAS or UC–N department chair and an RBS department on a joint curriculum comprised of both business and liberal arts course work.

■ **Joint B.A./M.B.A.:** Accelerate your studies by earning a B.A. degree from NCAS and an M.B.A. from Rutgers Business School: Graduate Programs–Newark and New Brunswick in five years. To be eligible, students must complete at least 94 undergraduate liberal arts credits and an undergraduate major (excluding business or accounting), maintain a minimum 3.0 cumulative grade-point average, and score in the top quartile on the Graduate Management Admissions Test. Application to the M.B.A. program is made in the junior year.

■ **Liberal Arts Coordinated B.A. or B.S./M.B.A. in Professional Accounting:** Students in an NCAS liberal arts major interested in graduate study in accounting may pursue this five-year coordinated program leading to the B.A. or B.S. from NCAS and an M.B.A. degree in professional accounting from Rutgers Business School: Graduate Programs–Newark and New Brunswick.

■ **Minors:** Students enrolled in NCAS or UC–N (not enrolled in RBS) may minor in accounting or business administration. Students must have 56 credits and a minimum cumulative grade-point average of 2.5 at the time of application.

## Internships and Cooperatives

Internships and cooperative experiences give students the opportunity to translate academic training into real-world practice at firms, corporations, and in private industry. After completing the necessary requirements, business students may register for a one-term internship or two-term cooperative, earning credit while learning how course work is applied in real business organizations. Companies offering recent internship and cooperative placements include Bear Stearns, Ernst & Young, Mercedes-Benz, MTV Networks, and Prudential Financial.

Northern New Jersey has the highest concentration of corporate headquarters for U.S. metro areas of comparable size (2.7 per square mile).

The corporate offices of more than 250 of the nation's largest companies, including 15 percent of the Fortune 500, are within a 60-mile radius of Rutgers–Newark.

## About Rutgers Business School: Undergraduate–Newark

RBS is a professional, four-year, undergraduate college accredited by the Association to Advance Collegiate Schools of Business since 1941—an accolade held by fewer than 400 of the 1,200 business programs in North America. RBS prepares students to enter the workforce as skilled professionals who deal ethically with the challenges they face, and lead rich lives. The RBS faculty has garnered an international reputation for both teaching and research excellence. A recent study in the *Academy of Management Journal* ranked RBS 34th among the top 100 business schools in the United States for research, a testament to the knowledge and expertise RBS faculty bring to the classroom.

### To obtain further academic information, contact:

Rutgers Business School:  
Undergraduate–Newark

973/353-5169

973/353-5974 (for Joint B.A./M.B.A. only)

[business.rutgers.edu](http://business.rutgers.edu)

### To obtain further admissions information, contact:

Office of Admissions

Rutgers, The State University of New Jersey

Room 100, Blumenthal Hall

249 University Avenue

Newark, NJ 07102-1896

973/353-5205

[admissions.rutgers.edu](http://admissions.rutgers.edu)

[www.newark.rutgers.edu](http://www.newark.rutgers.edu)

THE STATE UNIVERSITY OF NEW JERSEY  
**RUTGERS**  
NEWARK

Rutgers, The State University of New Jersey, is dedicated by law and by purpose to serving all people on an equal and nondiscriminatory basis.

The university reserves the right to cancel or modify any program or course offering.

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