

Supply Chain Management and Marketing Sciences

Maximizing the Interface between Supply Chain & Marketing

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Business

Science

Technology

Student SCM Club Leans on its Strong Industry Support

The Supply Chain Student Initiative (SCSI) has traditionally been one of the strongest MBA student clubs at Rutgers Business School. Its success can clearly be seen in the high internship and full time employment outcomes for our students. In addition, the Rutgers Supply Chain Program has been ranked #11 in the country according to AMR Research.

A key component to the success of the SCSI is the support it receives from the Rutgers Center for Supply Chain Management and the variety of affiliated industry professionals. In order to continue the tradition of success, the SCSI leaned on its connections in the supply chain industry more than ever.

SCSI members are involved in a variety of strong Supply Chain professional organizations. The Council of Supply Chain Management Professionals, ISM, and APICS have played pivotal roles in shaping the experience of the SCSI's members in the Spring of 2010. Working professionals from all three groups served as speakers for a variety of SCSI speaker panel events. In addition, SCSI members took part in many meetings of these organizations in order to network and expand on what they learn in the classroom.

The SCSI also continued to work with the Rutgers Center for Supply Chain Management. By attending many of the Center's events, the students network with professionals who shared their insights on key issues within the supply chain industry.

Finally, the SCSI held a site visit this past semester. Capitalizing on the connections of SCSI member Bert Lacy, Kraft opened its doors to the SCSI. The site visit was a great experience as the students got to see first hand the entire process of how all the different ingredients were stored, processed, and become either Oreos, Ritz, Animal, and Premium crackers.

By maximizing industry support, the SCSI and its members benefit from an ever expanding network that will serve them well during their MBA education and beyond. The SCSI will continue to do so in the Fall, and its members can look forward to more industry events and site visits in the future.

by Franco Libunao



Members of the Rutgers Center for Supply Chain Management listen to SCSI members before awarding scholarships



The SCSI partners with the Rutgers Women in Business for their "Climbing the Corporate Ladder" speaker event

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Lessons Learned About Lean Six Sigma



David Stepien and Michael Sorial share their insights on Lean Six Sigma and its integration in their corporate cultures.

The Rutgers Center for Supply Chain Management hosted an event entitled “Lean Six Sigma and Creating the Organizational Culture.” On behalf of the MBA students who attended, I would like to state the event was a great success.

Speakers featured at the event were Michael Sorial, Manager of Continuous Improvement at Becton, Dickinson and Co.; Barry Jones, Director of Lean Six Sigma at Tyco International; and David Stepien, Director of Quality, Systems, and Standardized Development at International Flavors & Fragrances Inc. Each spoke to the implementation and evolution of Six Sigma practices within their respective organizations.

The event afforded an excellent opportunity for students to learn from these industry leaders. In addition to discussing specific continuous improvement efforts within their specific companies, it was great to hear from these professionals about their lessons learned. These lessons includ-

ed the need to get implementation right, to set high goals, and the need to gain buy-in from the top.

From the perspective of an MBA student, the event was also a great networking opportunity. Lunch was a great time to mingle with these industry professionals; in the case of fellow MBA student Andy Vaidya and me, it was individuals from Johnson and Johnson (Ortho Clinical Diagnostics) and Tyco. Factoring in the other student attendees, the consensus was the same: lunch was an ideal time for networking and served to complement the learning aspect of the event.

Again, the Rutgers Center for Supply Chain Management did a terrific job in bringing together professionals to put together the Lean Six Sigma event. On behalf of those students that attended, I’d like to thank the Center for Supply Chain Management for providing the chance to attend.

by Domingo Pacheco



Barry Jones talks about how Tyco has been affected by its utilization of Lean Six Sigma.

R.A.M.S. Focuses on Networking



Attendees break into groups during the RAMS case competition

marketing, and internet marketing in addition to continuing strong representation in the Pharma industry.

RAMS will look to continue this success in the coming Fall semester. With so many of its members working in a variety of industries, the network of the club and its members will expand even further.

by Franco Libunao

The Rutgers Association of Marketing and Strategy (RAMS) understands the importance of networking for the future of the club and its members. As a result, the focus of the club during the Spring semester was to create events to further network throughout the marketing industry.

RAMS decided to reach this goal with three key measures. The first was to increase the number of events in the Spring 2010 semester. As a result, RAMS members had six events that they could attend to augment their learning experience in the classroom.

The second step was to expand the types of working professionals that could join the networks of the club and its members. Traditionally, there have always been strong relationships with the Pharma industry, but RAMS members wanted more options. RAMS delivered by bringing guest speakers from a variety of industries, including publishing, sports, advertising, finance,

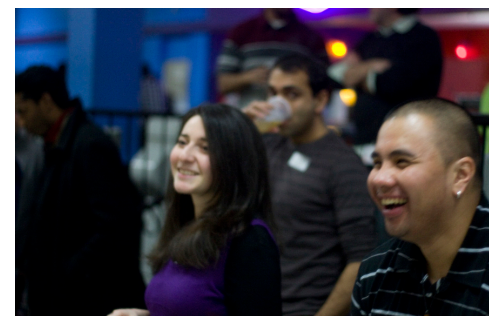
and consulting.

Finally, RAMS wanted to keep students interested by creating events around topics that are relevant. As such, RAMS members were able to attend two case competitions, which allowed them to practice their marketing skills in front of a panel of industry judges. The last event of the semester was on Social Media Speaker Panel. With the rise of social media and its increasing utilization by marketers, this event was very current and allowed the RAMS members to learn how professionals are using these measures effectively in the real world.

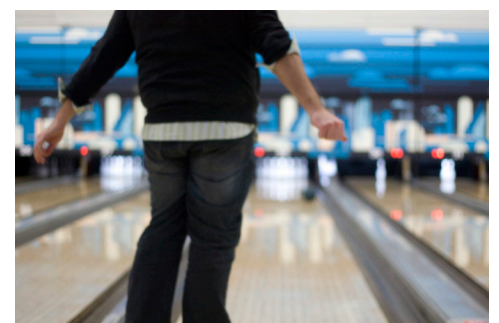
With the success of the RAMS events this semester, the club members have been exposed to more aspects of the marketing industry. As a result, it's no wonder the internships RAMS members accepted have also become more diversified. This summer, RAMS members have increased internships in consumer packaged goods, technology



First Year MBA Student Robert Houston speaks for his group



RAMS members network with marketing professionals at Bowling with the Pros



Fun networking events allowed RBS students a chance to network in a fun atmosphere

MBA Supply Chain Case Competition



The team from RBS poses with the judges of the Regional Case Competition

The Rutgers Center for Supply Chain Management held its annual regional case competition. Teams of 3-4 members from various business school were invited to participate in the competition. The business case was distributed three days prior to the competition and each team gave a presentation totaling 25 minutes (20 minutes for the presentation and 5 minutes for Q&A).

The judges for the competition were Supply Chain executives from various companies (i.e. PSEG, Panasonic, MetLife, Johnson & Johnson, Colgate-Palmolive, etc.). The teams were judged on their ability to identify key business issues, the thoroughness of their analysis, quality of solutions, their poise, presentation, and articulation of ideas. The first place team received a prize of \$750 and the runner up received \$500.

After all teams gave their presentations, the judges awarded

the team from Maryland the first place prize and Delaware came in second. The Regional Case Competition has been a great way for MBA students to showcase their talents and for executives to network with and evaluate top talent. For more information on how you can participate in next year's competition, please email csm@business.rutgers.edu.



Judges deliberate which team from RBS will advance to the Regional Case Competition

New Undergraduate Major SCMS Holds 'Meet and Greet' for Corporations and New Brunswick Students

On February 4, the Department of Supply Chain Management and Marketing Sciences (SCMMS) along with the RBS Career Management office conducted a 'Meet and Greet' session for NJ Corporations and RBS New Brunswick undergraduate students who have declared SCMS as a major. Over 30 students attended in order to meet corporate representatives and present their resumes for internships, co-ops and full time positions. Twelve major corporations sent teams of two to four managers to greet the students. Corporations that attended this event, invited by SCM Professor Gordy Smouter, included:

Becton Dickinson	Mars Chocolate
Bristol-Myers Squibb	Novartis
Church & Dwight	Panasonic Corp.
Cintas	Right Thing Inc.
Fastenal	TYCO International
Johnson & Johnson	Unilever

The continuity of the Rutgers community was demonstrated as the corporate teams included four graduates from the successful [MBA SCM program](#) who returned to recruit from our new undergraduate major.

by Franco Libunao



Student Profile: Kristen H. Condrat

Kristen Condrat is a first-year student in the full-time MBA program. When asked why she chose Rutgers Business School (RBS), Kristen said, "I chose RBS primarily because I was interested in the Supply Chain Management program. I knew RBS had a good and growing program. I also was interested in the ability to dual concentrate. While I knew I wanted to focus on supply chain, I was also interested in getting the most out of my MBA and felt that being able to easily concentrate in more than one area would allow me to maximize the return on my MBA investment. Finally, I also chose RBS because of its location and list of corporate partners. I felt it was important to get my MBA from a school that was able to help connect me with local corporations and help me build my network in the area I wanted to work in."

Kristen graduated Magna Cum Laude with a B.S. in Business Administration from Boston University. While there, Kristen earned the Operations Management Concentration Award, was a Roundtable Participant with the Council for Supply Chain Management Professionals, and has a Six Sigma Green Belt Certification. While at RBS, she earned a 3.98 GPA, is a member of the Pharmaceutical Management Club, and Treasurer of the Supply Chain Student Initiative.

Previously, Kristen worked at JPMorgan Chase & Co. She started as an Investment Bank Analyst with the Global Credit Risk Management Overlimits Special Projects Team. She managed project development efforts and developed a fully-automated web-based reporting and pre-trade credit check systems. From there, she became a Wealth Management Associate with the Credit Risk Infrastructure Projects Team. She streamlined business processes, co-led a digitalized credit document project, and provided analytical and project management support for two lines of business.

When asked why she chose Supply Chain Management, Kristen said, "I initially became interested in SCM as an undergrad at Boston University, where I earned my BS in Business Administration with a concentration in operations and technology management. I have always been interested in learning how things are made and how they work and SCM gave me the opportunity to get involved with these processes from the business/management angle. My professional experience helped me to develop an interest in the technology side of supply chain. I am particularly interested in the technology development, sales and operational planning, and data modeling side of the supply chain. I find these areas of SCM the most interesting as they provide me with the opportunity to combine technology, theory, and creativity to find the most efficient solutions."

Kristen has continued her career progression with her MBA education at RBS and this summer will be interning with the Colgate-Palmolive Global Supply Chain Group. She plans to add her experience there with her past education and work experience to help her take the next steps in her career.

by Franco Libunao

Attention Industry Executives

Do you have a project or a study that you want to get done, but just don't have the resources available or don't want to pay the fees of a typical consultant? The department of Supply Chain Management and Marketing Services offers Industry Consulting/ Project work done by our top MBA or Undergraduate students and led by Senior Industry advisors. Many companies have taken advantage of this over the past several years with excellent results and very positive feedback.

Realize three (3) major benefits of taking advantage of this resource.

1. Complete a project or study that you most likely would not have been able to get to.
2. Interface with Rutgers students, whom you might be interested in hiring in the future.
3. Greatly reduced cost compared to a Consultant fee.

If you are interested please contact Paul Goldsworthy at

goldswpa@andromeda.rutgers.edu

Rutgers Business School-Newark and New Brunswick is an integral part of one of the nation's oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey. Founded in 1929, Rutgers Business School has been accredited since 1941 by AACSB International—the Association to Advance Collegiate Schools of Business, a distinction that represents the hallmark of excellence in management education. Today, with a focus on Business, Science, and Technology, Rutgers Business School is educating more than 4,000 undergraduate and graduate students at two main campuses in New Jersey as well as six satellite locations in New Jersey, China, and Singapore. Steeped in academic excellence, with a distinguished faculty and a corps of over 29,000 successful alumni, Rutgers Business School is highly ranked by the *Financial Times*, *U.S. News & World Report*, *Business Week*, and *The Wall Street Journal*. It is recognized as among the top three business schools in the New York City metropolitan area, and ranked #10 nationwide for "Most Competitive Students" by The Princeton Review.

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