

# Rutgers Business Services

Rutgers Business Services offers extensive research, training and consulting services, and economic impact studies, facilitated by the intellectual resources and research capabilities of Rutgers University. We work with corporations, small businesses, start-ups, family-owned concerns, public agencies and non-profits. The goal of RBS is to facilitate rational and sustainable economic growth and development within the region. RBS plays a vital role in boosting the region's economic vitality. Our headquarters are in Camden — we provide services across New Jersey and beyond.



# How to Stay Ahead

## RBS comprises:

- Center for Management and Entrepreneurship
  - Consulting and forecasting services
  - Online and classroom-based business & management training.
  - Customized business & management training delivered when and where it's needed
- Small Business Development Center — services for small businesses and start-ups
- Family Business Forum — services for family-run and closely-held businesses
- Camden Small Business Incubator — new business development

RBS will work closely with you to define the issues you need to address and outcomes you seek to achieve. By providing custom leadership-development programs and strategies, we'll help you develop the skills to handle the challenges of building and maintaining a strong and effective organization. Our services often cost significantly less than similar services from other sources — clients consistently report that we deliver a superior product in a cost-effective manner.



**Rutgers Business Services**  
325 Cooper Street  
Camden, NJ 08102  
phone: 856-225-6685  
fax: 856-225-6683  
rcbs.rutgers.edu  
rcbs@camden.rutgers.edu



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325 Cooper Street  
Camden, NJ 08102

# We're the best at what we do.

## Center for Management and Entrepreneurship

The Center for Management and Entrepreneurship (CME) is the outreach and continuing education service of RBS. We serve business and industry with educational and technical resources that will help your organization and strengthen your business, whether your market is local, regional, national or beyond. We address challenging workplace issues with organizational assessment, consulting services, technical assistance and customized training.

CME provides custom leadership development programs for the full range of management from top corporate executives through first-line supervisors. We bring you training and technical assistance that spans a broad spectrum of business-related areas, including expertise in new and emerging technologies, training in specialized job skills, executive coaching and targeting problem issues with defining desired outcomes. We design practical, hands-on programs tailored to your needs and deliver them to where you need them.

### Here are some of the services CME can offer you:

- Customized workforce, professional and leadership development training
- Labor market forecasting
- Marketing surveys and studies
- Online business & management certificate programs for incumbent and unemployed professionals
- Regional economic database services and development modeling
- Statistical analysis
- Targeted industry and economic impact studies



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## Get the training you and your organization need – fast.

### Online Business & Management Training

Rutgers Online Business & Management Training is the fast, efficient way to train yourself and your staff. Study programs can be customized to your requirements and you can begin training at any time, study anywhere and learn at your own pace. One-on-one advisor/instructor contact is available. Course topics are filled with critical, up-to-date information. All courses are suitable for both individuals and groups.

#### Sample certificate programs:

- Budget and Fiscal Control
- HR Management
- IT & IT Management
- Marketing Management
- Pre-MBA
- Project Management
- Quality Management
- Sales & Sales Management
- Supervision
- Supply Chain Management

Many of our programs are on the Workforce New Jersey eligible training providers list for unemployed individuals. Certificate recipients earn Rutgers continuing education units. In addition, completion may satisfy some requirements for college-level credit hours or professional development units.



## Productivity and quality improvement are not an option anymore – they're a necessity.

### Lean & Six Sigma Training and Certification

Rutgers CME, in partnership with Lockheed Martin Corporation, offers Green Belt and Black Belt training and certification in this cutting-edge process improvement methodology. We offer individuals and organizations top-flight training in a blended learning format of live classroom instruction supplemented with computer-based training courses. The classroom portion is delivered by Lockheed Martin certified Black Belt trainers.

### Small Business Development Center

The SBDC offers free counseling, small business information and low-cost training to entrepreneurs in the state of New Jersey. Linking the resources of agencies, such as the US SBA, various state agencies and Rutgers, helps contribute to the growth of small businesses in the region.

#### SBDC offers courses in subjects such as:

- Starting a business from A to Z.
- Writing a Business Plan.
- Marketing Research and Strategies.
- Understanding Financial Statements.
- Business Ownership, Contracts and Agreements.

The SBDC has helped thousands of individuals start and build successful businesses. If you are starting up, need financing, need help with a business plan or need assistance marketing your business, SBDC can help.

## Contact us today to stay ahead:

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phone: 856-225-6685 / fax: 856-225-6683  
<http://rcbs.rutgers.edu>  
[rcbs@camden.rutgers.edu](mailto:rcbs@camden.rutgers.edu)



### Family Business Forum

A partnership between RSBC and AmeriHealth New Jersey, the Family Business Forum addresses issues unique to family-owned and closely-held firms through education, information sharing and practical, hands-on support. We'll bring you together with other family business professionals to address the unique challenges of handling family dynamics in day-to-day management concerns and longer-term issues like succession planning.

#### We can help you:

- Find solutions to family business challenges.
- Improve management and leadership skills.
- Plan more effectively for the future of your business.
- Solve family-related issues impacting business decisions.
- Successfully transfer control to the next generation.

### Rutgers Camden Technology Center, Inc.

The Camden Small Business Incubator encourages entrepreneurs to locate their businesses in Camden, by helping with low-cost office and conference space, technical support services and mentoring for success. The incubator provides the safety net needed during a new company's most critical and vulnerable period. CSBI also assists high-tech firms and other professional service providers to grow and put down roots in Camden, to create new jobs in the city and contribute to its economic redevelopment and revitalization.

#### CSBI benefits include:

- Business counseling and mentoring.
- High-speed internet access.
- Referrals to possible sources of capital.
- Shared support services - fax, mail, etc.
- Potential tax benefits.