

Report of the Zicklin School of Business to Baruch College General Faculty-March, 2009

The Zicklin School of Business is comprised of seven departments, six of which offer programs of study that lead to BBA, MS and MBA degrees. In addition, the Zicklin School trains students enrolled in PhD programs through the CUNY Graduate Center.

Academic Programs

The Zicklin Undergraduate Program has accepted more than 2,300 new students into business majors since the completion of the summer sessions. Our Zicklin orientation programs continue to be well attended. Most recently, two very successful orientation programs were held on Thursday, January 22, 2009 and February 17, 2009. These programs provide an opportunity for students to meet with Dean John Elliott and Associate Dean Phyllis Zadra. In addition, the program includes presentations by Dr. Patricia Imbimbo or Ms. Barbara Lambert of the Starr Career Development Center and Dr. Ronald Aaron or Dr. Corlisse Thomas from the Office of Student Development. Students then meet with advisors from their respective academic departments and with their student colleagues to learn about their intended majors and the Zicklin School. Ms. Suzanne Epstein, the Deputy Director of the Schwartz Communication Institute visited with each group of majors to explain how the Schwartz Institute can assist both students and faculty.

There are several upcoming curricular changes to the Zicklin undergraduate programs that will take effect in the fall 2009 semester. Information will be provided to students prior to registration for fall 2009. Details about these changes can be found on the departmental websites. They include revisions to the undergraduate accountancy program and the undergraduate entrepreneurship program, as well as the debut of the undergraduate International Business program.

The Undergraduate Curriculum Committee, working closely with the Weissman School, has developed new business minors for non-business majors. These offerings will be available in fall 2009 to Weissman and SPA students who have a minimum of 45 credits and have completed Business 1000 or 1001. The Zicklin School looks forward to having non business majors actively participating in Zicklin programs.

Undergraduate assessment activities continue apace. Data from the technological skills pilot assessment in spring 2008 clearly indicated a need for increased expertise in the use of spreadsheets by our students. The BBA Assurance of Learning Committee has embraced that information and will be making recommendations to the Undergraduate Curriculum Committee as well as to the Zicklin faculty. The completion of a pilot assessment of our Global Awareness learning goal is anticipated this spring. In addition, four Zicklin departments will assess student proficiency in their majors. Finally, oral communication skills will be assessed in our capstone course Business Policy. This oral communication assessment begins a second round of assessments of our BBA learning goals. The first (benchmark) oral communication assessment was completed in spring 2006.

The nine faculty who participated in the 2007 Summer Seminar continue to work with their fellow faculty members to institute curricular changes in all course sections. The nine faculty who participated in the 2008 undergraduate Summer Seminar continue to work on revisions of their course materials. Faculty leaders of Law 3102 and Statistics 2000, Sandra Mullings and Hammou Elbarmi, are working closely with full-time and adjunct faculty to revise the syllabi for

both those courses. Additional updates about the impact of the summer seminars will be described in future reports.

Graduate Programs

After enrolling a record class in Fall 2008, Zicklin Graduate Admissions continued to expand its recruiting efforts by canvassing Northern Asia for the first time, including mainland China, Taiwan, South Korea, and Japan. The Admissions Team continued its recruiting efforts in India, attending MBA related events in Mumbai, New Delhi, Bangalore, and Hyderabad for the third straight year, as well as regional destinations like Boston, Washington DC, and the New York metropolitan area.

Zicklin's monthly MBA & MS Information Sessions have attracted record crowds this year with standing room only at all six events held so far. This event is held monthly from September through May. It is fully supported by staff from all Zicklin Graduate offices, including Graduate Student Life, Graduate Student Services, and Graduate Academic Services. Faculty representatives from all Zicklin departments are also present to advise prospects. The immediate effects of the Admissions Team's efforts were realized in Spring 2009 as Zicklin enjoyed an 8% increase in total applications over Spring 2008. Total student enrollment has increased 4%.

Baruch again hosted the CUNY Graduate School Fair in November. This event gives prospective graduate students access to representatives from all of CUNY's graduate offerings. This year the event welcomed over 1000 prospective students.

The Graduate Career Management Center (GCMC) got off to a great start this academic year, having increased interaction with students during this summer's orientation programs. Career Advisement remains in demand. From August to December 2008 over 530 walk-in advising appointments were conducted and over 800 general advising appointments which included resume reviews and mock interviews.

GCMC also continues to broaden and deepen their employer relationships. Before the year started the team visited companies to introduce them to Baruch or review their recruiting efforts. In 2008, companies visited include: UBS, Synovate, KPMG, PwC, E&Y, Deloitte, Grant Thornton, WTAS, Weiser, UHY, Eisner, Pfizer, BDO Seidman, ERE. These companies are looking forward to expanding their presence on campus this year. This fall, 19 firms participated in on-campus recruiting which was up from 16 firms last year. Firms participating include: Anchin, Block & Anchin, BDO Seidman, Berdon, Deloitte, Eisner, ERE, Ernst & Young, Friedman LLP, Grant Thornton, Holtz Rubenstein Reminick, J.H. Cohn, KPMG, PricewaterhouseCoopers, PwC, RSM McGladrey, UHY, Unilever, Weiser, WTAS.

The Center, along with the Executives On Campus program launched the 6th year of the Executive Student Partnership program. This fall, over 122 Zicklin graduate students from the class of 2010 were paired with executive mentors who assist the students in their efforts to define their career goals, develop their marketing strategies, and engage in their search for summer internship positions. Student participation has increased 52% from last year. Also, in a change from previous years, the program included first-year graduate students. The executives and students are excited by the opportunity to forge these relationships earlier in students' academic program.

The spring 2009 semester kicked off with Career Day on January 30th. Over 270 students networked with 19 employers, 16 alumni and 6 representatives from 3 professional associations. Companies represented included, Associated Press, AXA Advisers LLC, Barclays, Colgate

Palmolive, David Landau & Associates, Deloitte, Ernst & Young, Gotham, Grant Thornton, IRS, KPMG, Major League Baseball, Metlife, Microsoft, NYC Small Business Services and PriceWaterhouseCoopers. Additionally the GCMC Career Advisement team offered resume reviews targeting the new flex-time students who just arrived on campus.

Spring On Campus Recruiting is underway. JPMorgan Chase selected 5 of the 13 students they interviewed to move on to second round interviews for their Summer Finance Associate Leadership Program. Interviews took place in February. Other firms recruiting include: WTAS, PwC, KPMG, Deloitte and Ernst & Young.

Business Communications was rolled out to students in both the Full-time Honors and Accelerated Part-time MBA Programs this past Fall. The students are currently enrolled in the second half of the communications requirement this Spring. A rollout to the Flex-time MBA Program is being prepared for Fall 2009.

Executive Programs

The Executive MS in Financial Statement Analysis Program will graduate its first class this May after the cohort travels to Warsaw and Amsterdam as part of their International Study Trip.

To-date, International Executive Programs (IEP) has Executive MS programs running in Singapore, Taiwan, France and Israel with potential start-up of a second Finance cohort in Shanghai, China. Singapore's numbers have been growing steadily over the past six months due to IEP's active involvement in recruiting activities. Currently, IEP is making progress towards implementing the Joint MBA program with COLMAN, in Israel.

An IEP delegation consisting of Dean John Elliott, Prof. Avner Wolf and Dr. James Culver from TPGIE, the local representative, attended a graduation ceremony on January 11, 2009. One hundred and thirty four students received graduate degrees in Finance, Marketing, Management Information Systems and Human Resources in Taipei. Also, for the first time, a Beta Gamma Sigma induction ceremony took place. Forty-three new members were inducted into the Beta Gamma Sigma society.

Stan Ross Department of Accountancy

Professor Doug Carmichael organized the Third Annual Auditing Conference, which was co-sponsored by the NASBA Center for the Public Trust and Baruch College. It was held in NVC on December 4, 2008 with the keynote speaker Congressman K. Michael Conaway (R-TX). In addition, representatives from the PCAOB, SEC, AICPA, and the Big 4 accounting firms were among the presenters.

A survey conducted by Public Accounting Report ranked the Baruch College undergraduate accounting program as number 20 and the graduate accounting program as number 22 among the schools in the U.S.

The Bert W. Wasserman Department of Economics and Finance hosted three more week-long trainings for managers from the China Construction Bank in September, October and November 2008. The Department is currently finalizing plans for the second Triple Crown Conference for finance faculty from Baruch, Fordham and Rutgers to be held in May 2009 at Fordham.

Professor Marya Cotton of the Department of Law was certified as a "LEED Accredited Professional" by the US Green Buildings Council, which qualifies her to advise on projects for

LEED certification. Professor Seth Lipner's article entitled "The Tort of Giving Negligent Investment Advice" was published in the University of Memphis Law Review. The Berkeley Business Law Journal will publish an article in the Spring 2009 issue by Professor David Rosenberg entitled "Supplying the Adverb: Corporate Risk-Taking, the Financial Crisis of 2008 and the Business Judgement Rule".

Zicklin Academic Centers

The Lawrence N. Field Center for Entrepreneurship has been actively engaged in three collaborative research programs. They are partners with Babson College in the Global Entrepreneurship Monitor (GEM) and have completed analysis of data from 2006-2007. The GEM research findings and continuing results from their National Minority Business Owners Surveys projects were shared at a conference at Baruch in November, 2008. In Spring, 2009, another conference will feature ongoing work on later life entrepreneurs. Working with the Department of Management, the Center is finalizing the new MS in Entrepreneurship which passed all approvals in the Zicklin School last fall. The Merrill Lynch Entrepreneurship Competition is in its 9th year and is progressing well, with teams from other Colleges competing for the first time.

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 250 events in the fall 2008 semester. Events included 201 class sessions for for-credit courses in a range of disciplines, 38 non-credit workshops on Reuters and Bloomberg, 10 corporate and executive education events and over a dozen special events including trading simulations, guest speakers and coverage of Federal Open Market Committee testimony. The Subotnick Center played host to coverage of the presidential and vice-presidential debates sponsored by the School of Public Affairs.

The Trading Floor hosted the 6th annual Equity Markets Microstructure Seminar from November 12 through November 14, 2008. Over 45 faculty, administrators and Deans from Colleges, Universities and corporations participated in lecture sessions, hands on trading simulations and presentations on teaching market microstructure and using academic trading floors in business and information systems curricula. The web page with conference agenda is: <http://www.baruch.cuny.edu/conference/microstructureseminar>.

The Weissman Center for International Business continued to offer student services during evening hours by keeping its offices open until 8pm on Wednesdays in order to better service students who work during the day and attend classes in the evening. The Center is developing an interactive portal that will integrate significant aspects of student-related study abroad administration to enable student services to be provided more effectively and efficiently.

In the fall semester 2008, the WCIB hosted its first work abroad fair. The Center also presented two Mitsui USA Lunch-Time Forums. Jeffrey Sprecher, Founder of the Intercontinental Exchange (ICE), presented on the topic "What's Ahead for Futures: Commodities Trading, Global Markets and Technology." Todd E. Petzel, Chief Investment Officer of Offit Capital Advisors, provided a perspective on the turmoil in global financial markets. In the fall 2008, the WCIB sponsored five faculty seminars in the WCIB International Business Faculty Research Seminar series.

The first web-based edition of the International Business in New York City Directory was launched in the fall of 2008 and is available at www.nyc.gov/ibd. The Directory, which is a joint

project of the Weissman Center and the Mayor's Office, includes information about 2,800 foreign-owned businesses operating in New York.

The Robert Zicklin Center for Corporate Integrity (ZCCI) sponsored four events in the fall semester of 2008. On October 14th, the center sponsored *Securitization: What Happened and Where are We Going?* This evening conference featured guest speaker Phoebe Moreo a partner at Deloitte. The conference addressed some current issues about the ongoing financial crisis and talked about what can be expected going forward.

On October 16th, ZCCI co-sponsored *The Entrepreneurs Networking Forum* along with the Lawrence N. Field Center for Entrepreneurship. This event featured New York Times best selling author David Bach who had recently released his book *Go Green, Live Rich*.

On November 7th, ZCCI co-sponsored *Putting \$\$\$ on Green* with New York Society of Securities Analysts, NIRI, Net Impact and Arthur W. Page Society. What is sustainability? How is it measured? What impact does it have on the value proposition of the firm? Putting \$\$\$ on Green helped answer these questions and separated the buzz from the substance. The program provided practical metrics and application tools to support Governance, Social, Financial and Environmental sustainability concerns.