

Report of the Zicklin School of Business to Baruch College General Faculty-March 13, 2008

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.

New Administrative Appointments

Graduate Admissions welcomes Helen Ramirez as Assistant Director and Michael Large, Recruitment Specialist. Janet Lyden is a Career Advisor in the Graduate Career Management Center. Helen Rihan-Bonner joined International Programs as Associate Director.

Academic Programs:

The Zicklin Undergraduate Program accepted more than 700 new students into business majors from September 16, 2007 through February 15, 2008. To familiarize students with the services and expectations of the Zicklin School of Business these students are invited to attend a ZSB New Student Orientation. Two very successful orientation programs were held on January 22, 2008 and another one is planned for February 26, 2008. These programs provide an opportunity for students to meet with Dean John Elliott, Associate Dean Phyllis Zadra, a representative from the Career Development Center and Dr. Ronald Aaron to learn what is needed to successfully complete the BBA program. Students meet with advisors from their respective majors and with their student colleagues.

Data collected in the pilot assessment of civic awareness/ethical decision-making were analyzed and presented to the BBA Learning Assurance Committee. Based on the analysis, modifications were made to the original assignment. In spring 2008 all capstone classes for all Zicklin majors are incorporating the civic awareness/ethical decision-making assignment into their curricula. This take-home assignment will be scored by teams of evaluators and will establish the baseline score for this learning goal. In addition, an assessment of technological skills will be conducted in all Management 3121 classes this spring. A specially designed assignment is being integrated into the curriculum of Management 3121, Production and Operations Management. Based on the results of this pilot, the committee will determine whether the assignment needs to be modified before the data can be used as a baseline measure.

The ZUPS system continues to funnel student registration requests for special permissions to the Zicklin School. More than 1000 students requested special permissions for Spring 2008.

The nine faculty who participated in the 2007 Summer Seminar convened twice during the fall and winter. At the winter session, they shared the successes and challenges that they encountered with their new interactive lessons. These faculty are writing up their experiences and we will make their reports available to all Zicklin faculty at <http://www.baruch.cuny.edu/assessment/Zicklin.htm>. In addition, they have been working with full-time and part-time faculty and PhD students in their departments to integrate the successful assignments and lessons into all of the course sections.

Other faculty development efforts have focused on our PhD students who are teaching recitation sections in accounting courses and Business 1000. With the assistance of the professionals at the Bernard L. Schwartz Communication Institute, these part-time faculty are developing a better sense of how to teach, as well as how to critique oral and written communication. These efforts are enabling the Zicklin School to expand written and oral communication assignments more broadly across the School's course offerings.

In Graduate Programs, 314 new MBA and MS students enrolled this spring. This is a 30% increase over spring 2007. In total, there are 2181 students currently enrolled in graduate

programs at Zicklin. This is a 9% increase over last year and a 20% increase over five years. Of the 2181 students, 72% are pursuing an MBA and 28% an MS degree.

New MBA and MS students participated in an enhanced orientation in January, where the traditional one-day session was expanded to a day and a half. The extra half day allowed for more value-added opportunities like an expanded career development seminar, a business etiquette luncheon lead by experts at HSBC, and faculty-run workshops focusing on leadership and ethics. The general orientation sessions were preceded by an international student orientation. Faculty, staff, students, and alumni all teamed up to make these sessions a wonderful introduction to the Baruch experience.

The various subcommittees on MBA Learning Assurance have been working diligently. Rubrics have been developed, are being developed, or are being finalized for each of the learning goals. Rubrics for **Teamwork and Leadership**, **Ethical Awareness**, and the **Communication: Oral** were piloted and the data are being analyzed. The **Information Technologies** learning goal has been renamed and the definition has been modified. These changes, in addition to the revisions made to the rubric will be presented to the faculty for approval early March. In addition, a full-meeting of the Zicklin Graduate Learning Assurance Committee, including faculty from the Zicklin Academic Departments and members of the Office of Institutional Research, Library, and the Dean's Office, occurred for the first time in over two years. This meeting involved briefing new and previous members on past and future activities of Learning Assurance. Committee members were asked to discuss in their departments the eighth learning goal: **Competency in the Field**. The faculty were asked to discuss defining competency in their majors and to develop rubrics to assess learning and to be prepared to report back at to the next full committee meeting on March 4, 2008.

The Graduate Career Management Center launched the Spring '08 semester with a new employer/student internship networking event, attended by over 100 students. This followed a Fall term when over 410 new students and alumni registered with the Center and the number of individual career advising appointments increased by 9%. The Center continues to be pleased with on- and off-campus recruiting and students' employment outcomes:

- 83.3% of Honors '07 graduates accepted offers within 3 months of graduation, and their average starting base salary was \$71,299;
- Fall '07 job postings and the number of new employers were up 13% and 16%, respectively, over Fall '06;
- 5 new employers joined Fall '07 On-Campus Recruiting, increasing the number of job opportunities by 11% and the number of students selected for interviews by 16%;
- Of the 93 students selected for 188 1st round on-campus interviews, 24% accepted offers through the program;
- New employer relationships include Arcadian Networks, Brown Brothers Harriman, David Landau & Associates, Daymon Worldwide, DoubleClick, Fisher-Price, FLY Communications, ING Clarion, International Securities Exchange, the Finance division of JPMorgan Chase, Jones Lang LaSalle, Legg Mason, Microsoft, NBC Universal, NY1 News, Oracle, Sun Microsystems, Toys R Us, and Unilever.

The Center is gearing up for our February 29th MBA/MS Student Career Fair. More information about Spring '08 events is available at <http://zicklin.baruch.cuny.edu/services/students/events>

In October, Zicklin was ranked for the first time ever in the Aspen Institute's Beyond Grey Pinstripe Rankings of global MBA programs. The biennial ranking spotlights innovative full-time MBA programs that are integrating issues of social and environmental stewardship into their curricula and research. The Zicklin School is ranked 82nd out of 100 schools worldwide.

The Department of Economics/Finance is now known as the Bert W. Wasserman Department of Economics and Finance. A formal dedication will take place in May 2008. The department hosted a Triple University Conference in Finance (with Rutgers and Fordham) on November 2, 2007 coordinated by Professors Kishore Tandon and Turan Bali. The department continued the Executive Training project with the China Construction Bank, with four training programs led by the Department Chair, Kishore Tandon. A group of undergraduate Economics majors participated in the Federal Reserve Bank Monetary Policy Inter-College Competition held at the NY Federal Reserve Bank.

The Department of Law has successfully offered two capstone courses, *Law, Public Policy and Legal Theory (Law 4900)* and *U.S. Immigration Law and Policy (Law 4905)*, developed for the new Law and Policy Tier III Concentration. Assoc. Professor Sandra Mullings convened the newly formed Prelaw Advisory Committee. Faculty publications include Assoc. Professor Donna Gitter's article- *Innovators and Imitators: An Analysis of Proposed Legislation Implementing an Abbreviated Approval Pathway for Follow-on Biologics in the United States*, accepted for publication in The Florida State University Law Review and Professor Seth Lipner's article- *Solving the Med-Mal "Crisis" Without Government Help*- was published in the New York Law Journal. The Department is presenting a Seminar (2/28/08) on Employment Discrimination by the distinguished Professor Richard Ugelow of American University's Washington College of Law and former chief attorney (29 years) of the Civil Rights Division, United States Department of Justice.

The Operations Management Division of the Department of Management welcomed a site visit team of senior faculty from Ohio State, Michigan State, and Arizona State. They spent a day and a half, meeting with faculty, administration and students. Their report was complimentary of some innovative teaching, and of the OM Division's emphasis on the Service sector. The team also made valuable suggestions to take better advantage of existing strengths. The Department's Zicklin Leadership Initiative received approval from the Graduate Curriculum Committee to offer an MBA Leadership Certificate. Students will take advantage of on-going activities such as the experience in shared leadership offered by the 'conductorless' Orpheus Chamber Orchestra and the experience in diversity offered by the Anti-Defamation League. Students will be expected to provide leadership for some activity here at Baruch, record a Leadership Portfolio of their experiences, and develop a Leadership Action Plan for future improvement.

In the Department of Marketing and International Business, the Direct and Interactive Marketing Lab and its Director, Adjunct Lecturer Kelly O'Brien, organized a Lunch and Learn presentation on November 1, 2007 on the *Newest Trends in Digital Marketing, Search Engine, Mobile Media, and Social Marketing*. The panel of speakers included: Chris McCarthy, Director of Strategy, Technology, and Business Operations of Markinekt, and Adam Lavelle, Chief Strategy Officer of iCrossing. On November 8, 2007 Professor David Lichtenthal, in collaboration with the Business Marketing Association, organized and moderated a *Business-to-Business Marketing Panel* that was enthusiastically received by students.

The International Business area organized the *Weissman Center International Business Seminar* series in the Fall. The presenters included Susan Fienberg, Rutgers Business School; William Kerr, Harvard Business School; Eric Abrahamson, Columbia University and Micki Eisenman, Baruch College, Management Department; Michael Enright, School of Business, University of Hong Kong; Ravi Ramamurti, Northeastern University; and Mehmet Genc, Baruch College Management Department. Professor Ravi Ramamurti, Northeastern University, visited campus on November 5-8, 2007 as part of the *Distinguished International Business Scholar on Campus* series. On November 15, 2007, the department co-sponsored (along with the Weissman Center and the International Business Alumni) a presentation on creativity in advertising by the One

Club titled *The Business of Creativity*. Over one hundred students and alumni attended the presentation.

The Robert Zicklin Center for Corporate Integrity (ZCCI) sponsored three events in the fall semester of 2007. On October 16, the center co-sponsored ***The Impact of Corporate Integrity Risk on Investment Returns*** with the New York Chapter of Financial Executives International and the Institute of Internal Auditors New York Chapter. Jack Zwingli, CEO, Audit Integrity, spoke on critical challenges of monitoring and enforcing good corporate behavior, integrity risk and its direct effect on stock returns, and litigation claims and financial restatements. ZCCI co-sponsored ***Quest for the Sustainable Corporation*** on November 9. This half-day program focused on two intertwined issues: short and long-term corporate costs and benefits and how to help management think within the 'sustainability' paradigm. It was a thought-provoking event with speakers from the United Nations Global Compact, socially responsible investors, NGOs, and practice. The keynote address was given by Erik Engquist of Crain's NY Business who spoke on the tension of short-term vs. long-term in the sustainable corporation. On December 06, ZCCI co-sponsored ***The Second Annual Auditing Conference*** with NASBA Center for the Public Trust. The conference served as a forum for interaction between business and accounting executives and policy setters from the American Institute of Certified Public Accountants (AICPA) and the Public Companies Accounting Oversight Board (PCAOB). The conference featured PCAOB Chief Auditor Thomas Ray. Topics included the impact of accounting standards complexity on auditing and implementing best practices in the post-Andersen era. ZCCI's spring 2008 agenda is highlighted by ***Money Politics and Corporate Risk***, a two day conference addressing corporate governance and corporate political activity. Day one, on February 28th, will explore company participation in the political process and place it in the broader context of the societal role and responsibilities of corporations and features a keynote by Leon Panetta, former White House chief of staff. Day two, on February 29th, is exclusively for directors and will focus on creating accountability. A full listing of programs can be found online at <http://zicklin.baruch.cuny.edu/centers/ccci>.

The Lawrence N. Field Center will become a partner with Babson College as the US team for the Global Entrepreneurship Monitor (GEM). GEM is the largest and longest-standing globally focused entrepreneurship research project. Researchers from Babson College, the London Business School, and a university team for each participating country, explore the role of entrepreneurship in national economic growth. More than 200 scholars and researchers representing 42 countries participated in the 2007 GEM project. New approved teams for 2008 include Egypt, Korea, Bosnia and Herzegovina. GEM data analysis results are used as a key benchmarking indicator by a number of distinguished regional, national and supranational authorities around the world. Any Zicklin faculty interested in participating in the GEM research should contact Professor Ed Rogoff or Monica Dean, Administrative Director.

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 355 events in the Fall 2007 semester. Events included 200 class sessions for for-credit courses in a range of disciplines, 36 non-credit workshops on Reuters and Bloomberg, 15 corporate and executive education events, 93 orientation events, tours and alumni association Telefund events, and 11 special events including trading simulations and coverage of Federal Open Market Committee testimony. The Trading Floor hosted the fifth annual Equity markets Microstructure Seminar from November 14 through November 16, 2007. 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 computer science curricula. The web page with conference agenda is: <http://www.baruch.cuny.edu/microstructureseminar/>