

Report of the Zicklin School of Business to Baruch College General Faculty March, 2012

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.

The Zicklin School's Hybrid & Online Teaching Initiative: The Zicklin School's redesigned Hybrid & Online Teaching resources website (hosted by Blogs @ Baruch) is now live (<http://zicklin.baruch.cuny.edu/HOT>). Some upcoming events include: Hybrid & Online Teaching 101. This online, Blackboard-based, faculty development workshop assists faculty in developing online course materials for their online or hybrid classes, helping them walk the bridge from face-to-face to online or partially online delivery by providing first-hand experience in how the activities in an online course unfold. It requires about 12-15 hours of dedication from participants over the duration of the course. The Spring Session is scheduled to take place June 4 - June 20, 2012. The Spring Hybrid & Online Teaching Faculty Development Workshop will take place on March 21st. The theme of this workshop is "Experiences from the Classroom." We will hear from faculty who taught classes in hybrid and / or online mode, including the winner of our HOT Teacher Award, Allison Lehr-Samuel (Department of Management). There will be ample time for in-depth discussion and interaction between presenters and attendees. This workshop is free, but space is limited and registration is required at <http://zicklinhot.eventbrite.com/>

Summer Seminar in Assurance of Learning for MS Programs: Faculty who participated in last summer's seminar on Graduate Assurance of Learning in the MS programs continue to work with Associate Dean Linda Friedman and Director of Graduate Student Services Maria DiBenedetto on this effort. The status of these activities follows:

MS Program	Representative(s)	Reviewed / Revised Learning Goals	Assessment Plan	1 st round assessments	Closing the loop
Accountancy	Yinghua Li Paquita Davis-Friday*	Done	Under revision	Done	In progress
Finance	Avner Wolf*	Done	Done	In progress	
Financial Statement Analysis	Aloke Ghosh*	Done	Done	In progress	
Industrial & Labor Relations	Ray LaManna*	In progress	Under revision	In progress	
Information Systems	Marios Koufaris*	Done	Done	In progress	
Entrepreneurship	Ray LaManna*	In progress			
Marketing	Andreas Grein* Sankar Sen	Done	Done	Done	
Quantitative Methods & Modeling	Robert Blau				
Real Estate	David Frame* Rui Yao	In progress	In progress		
Statistics	Martin Frankel	In progress			
Taxation	David Cenedella*	Done	Done	In progress	

(* denotes summer seminar participant.) Also, thanks go out to the rest of the summer seminar participants: Gwen Webb, John Choonoo, Dennis Slavin, and Phyllis Zadra. Two programs - MS Statistics and MS Quantitative Methods and Modeling - were not able to identify representatives for the summer seminar but have since joined the activities.

The **Zicklin Undergraduate Program** has accepted approximately 1100 new students into business majors since the beginning of the fall 2011 semester. A total of five orientation sessions were held in January 2012 for the new Zicklin students to ensure that they understand the requirements of the program and meet with advisors from their majors.

The second assessments of Civic Awareness/Ethical Decision-making and Technological Skills completed in spring 2011 were analyzed and the results have been reported and discussed in the BBA Learning Assurance Committee. Proficiency in the CIS major has been assessed and discussed at the BBA Learning Assurance Committee and will be discussed within the department. During the spring 2012 semester we will assess oral communication (3rd time); global awareness (2nd time) as well as proficiency in IO Psychology, Human Resource management and Operations Management. These proficiencies are being assessed for the first time.

The SimNet requirement has been removed. Until the spring 2012 semester passing the SimNet (Excel) exam was pre-requisite for both CIS 2200 and Sta 2000, as well as a graduation requirement for all Baruch students. Beginning in fall 2011, the undergraduate program is integrating SAM (an online Excel teaching/testing program) into several courses to ensure that Zicklin students are using and developing proficiency in Excel. To date SAM exercises/assignments are part of the curriculum of Bus 1000, CIS 2200, Sta 2000 and Fin 3000. Additional courses are expected to take advantage of SAM's teaching and practice exercises next fall.

In the 2011 Undergraduate Summer Seminar participants developed an outline for a Zicklin Undergraduate Honors Program as well as seven new BUS honors courses. The new courses were passed by the Zicklin faculty in November 2011. This spring, Professor Gloria Thomas (MKT) has been named the inaugural director of the Zicklin Undergraduate Honors program. Over the spring and summer (2012), Prof. Thomas will work to transform the draft program into a reality. An advisory board will be formed and the administrative procedures will be defined. Applications will be readied and it is expected that the first cohort of Zicklin Undergraduate Honors students (ZUHS) will apply in fall 2012, and the first cohort selected. The first BUS Honors courses will be offered in spring 2013.

Marketing and recruitment efforts for **Zicklin Graduate Programs** are more ambitious this year than any year in recent memory. Zicklin Graduate Program representatives are reaching out to more prospective applicants in more places. The Admissions Team expanded its outreach in China and India and explored more domestic markets. Furthermore, Zicklin Graduate Programs is working closely with Baruch's Communications and Marketing team on a marketing/advertising campaign. This campaign has brought immediate benefits as we are enjoying the largest crowds ever at our general open houses and FT MBA specific information sessions. Continuing with the reformatting and positioning of our MBA programs, this winter the Full-Time MBA is in the midst of application rounds rather than its traditional rolling admissions. For fall applicants, there are two rounds, with deadlines of January 15 and April 15; our new spring admission cycle will have a deadline of October 15. There were 150 applicants in Fall 2012 Round 1, the most we have seen at January 15 since 2008. The overall quality of the applicants has been quite good.

The Zicklin Leadership Speaker Series continues to attract leaders from a wide range of industries. In the last couple of months, we have welcomed senior executives from McGraw-Hill, BMO Capital, HSBC, and Hess. Through a strategic partnership with a student group and better communication to faculty,

student turnout has improved dramatically as well. This Series continues to be a wonderful opportunity for both graduate and undergraduate students from all disciplines to learn leadership lessons from proven leaders.

In response to increasing demand on the part of students and alumni for the services of the Graduate Career Management Center (GCMC), the office will be expanding in the first half of 2012. Two new jobs have been created to better serve students of the Zicklin School of Business. The Manager, Working Professional Career Development, will be dedicated to part time and executive education students, as well as alumni. This individual will keep evening hours four days a week and offer programming specifically geared toward the needs of a students who are working full time while obtaining their degrees. The office will also welcome a new Senior Career Advisor to help meet the demand for one-on-one counseling appointments across programs. This expansion is part of an office reorganization that involved the reimagining of several traditional roles within the office. The GCMC is actively involved in marketing and PR campaigns for the Zicklin School, and is engaging in social media to better promote its services and programs to students and employers alike. The Director of the Executives on Campus program has also moved her office to the GCMC in order to facilitate communications between the EOC and the GCMC and maximize mentorship opportunities for Baruch students.

The GCMC recently held CareerFest 2012, a networking event that allowed students to meet one-on-one in short, scheduled meetings with both recruiters and alumni volunteers to discuss topics like marketing their abilities, possible career paths, and improving their “personal pitch.” This event was sponsored in collaboration with a number of Zicklin student clubs. Concurrent break-out workshops included “Post Interview: What Hiring Managers Say about You” and “Tried and True Career Success: An Alumni Panel.” Students also had the opportunity to speak to employers during an “open networking” session, as well as receive professional resume coaching. This event was attended by over 200 students and over 50 industry professionals.

Other major projects underway for the FT MBA Program commencing this term are explorations into developing a FT MBA Alumni Advisory Board, and developing mechanisms to define and acknowledge “good citizenship” among our students. This latter project will likely involve career management deliverables to ensure that our students remain attentive to their career goals as a central component of the MBA experience.

Co-curricular Activities

In 2011 Zicklin continued its emphasis on engaging both its undergraduate and graduate student bodies in competing in business case competitions with encouraging results. A team of MBA students won the Association for Corporate Growth's regional competition dealing with mergers and acquisitions, besting such schools as NYU and Cornell. In addition, MBA students enrolled in the healthcare administration program won the national competition sponsored by the University of Alabama dealing with health services administration. Undergraduates were similarly successful. Zicklin undergraduates succeeded in securing four of the ten top spots in the Penn State trading competition and won third place in the Rotman International Trading Competition hosted by the Rotman School of Management at the University of Toronto. In the Rotman competition the third-place Zicklin team bested the MIT team, who was the overall winner, with the best algorithmic trading results among all competing universities.

Enhancements were made to the Zicklin website dealing with business case competitions, “It's All About Competition”. The site, <http://zicklin.baruch.cuny.edu/zk/competitions/> continues to be displayed on the Zicklin homepage to provide information on competitions to graduate and undergraduate.

The **Bert W. Wasserman Department of Economics and Finance** continued training programs for China Construction Bank and added two training programs for Bank of China in fall 2011.

Professor Jay Weiser in the **Department of Law** published an article in *The American*, [Dining with Vultures: Rent-to-Own, the Feds, and the Housing Sector](#), which resulted in an [appearance on Fox Business](#) discussing the topic. Professor Weiser also contributed a book review of *Debtor Nation* by Louis Hyman in *The Weekly Standard*.

The **Department of Statistics/CIS** organized an expert panel event, open to Baruch faculty and students, on the subject of Information Technology (IT) Audit, with panelists Manuel J. Cancel of ConEdison, Will DeJesus of Republic Groups, Mike J. Kelly of JP Morgan Chase, and Gene Ozgar of KPMG. The discussion, moderated by Prof. Bill Ferns, centered on issues concerning the field of IT Audit in organizations and career opportunities for students.

The Statistical Consulting Laboratory has reopened for the Spring semester and is available to faculty and PhD across the College. Further information about the lab may be obtained by sending a message to shulamith.gross@baruch.cuny.edu.

A new book by Prof. Barry Dumas entitled "Diving into the Bitstream: Information Technology Meets Society in a Digital World" will be published by Routledge this spring.

Laurence N. Field Programs for Entrepreneurship reports that the *Entrepreneurship Research Journal* (ERJ) has completed its inaugural year of 4 issues including an article by Ronald Coase who is a Nobel Laureate among many leading scholars published in ERJ. ERJ's first 2012 issue is a Special Issue on "Entrepreneurship and Community" and Professor Thomas Lyons (MGT) served as Guest Editor. Professor Lyon's book *Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World* (co-authored with Jill Kickul of NYU and published by Routledge) was also released in January.

The SmartPitch Challenge, the successor to the Baruch Business Plan Competition kicked-off with a well-attended event on February 2nd. Nearly 200 students, plus an equal number online, attended the event. There are presently more than 200 students enrolled in the challenge. Friday March 2nd, saw the first "Co-Working" Friday, where students received encouragement and advice from Rolando Franco, the IBM Executive in Residence and the CUNY Institute for Virtual Enterprise (IVE) staff. These "co-working" sessions will continue over the course of the spring semester. The first milestone event will be hosted by IBM on April 4th.

The Field Center was awarded \$20,000 by AT&T to conduct the AT&T and Baruch College Fast Pitch Competition which will launch in March. Students and entrepreneurs will compete for \$8,000 in cash prizes in this competition which will have three tracks (enjoyment, education and health, wealth). The Field Center will also partner with the Weissman Center for International Business in facilitating the Baruch Entrepreneurial Intern Fellowship Program for Baruch undergraduate students. A \$25,000 gift from the Heller Foundation will fund 6 summer, 8 fall and 8 spring unpaid internships with start-up, small entrepreneurial companies and entrepreneurial units of large companies.

\$75,000 in planning and operation funds has been generated by IVE to create teaching materials and prepare a proposal for a National Center for the Entrepreneurial Technologist (due October 2012). Several additional Field Fellows will be hired to work on research elements of these projects. A focus Group attended by six educational institutions, and an equal number of Technology Entrepreneurs and foundation/assessment Professionals was held at the Lawrence N. Field Center for Entrepreneurship on February 27th. An additional \$9,000 has been received for IVE's supervision of a competitive Entrepreneurial competition in the U.K. More than 20 Colleges competed in this competitive event. This

will result in closer alignment of program elements and additional revenue in support of these entrepreneurship activities.

The Steven L. Newman Real Estate Institute made progress on its US Department of Energy grant. We submitted Milestone 3, *The Summary of Principal Recommendations from Market Consultation* which summarized the findings of an extensive national online survey sent to upper management at commercial real estate companies, our target market.

Zoning the City: Addressing New York City's 21st Century Challenges was held on November 15, 2011 at the McGraw-Hill Conference Center. Twenty four authorities participated in this intensive four-part, twelve session program that examined zoning as a development tool and reviewed, explored and challenged existing beliefs and new trends that impact the growth and development of cities such as New York. Panelists included Dan Doctoroff, Mary Ann Tighe, Hilary Balon, Alex Garvin, two Pritzker Prize winning architects, Robert A. M. Stern and Thom Mayne, and Pulitzer Prize winning architectural critic Paul Goldberger, as well as a host of other celebrated professionals, planning practitioners and academics. The more than 400 attendees included managing partners from the specialties of land use planning, zoning and real estate from the city's major law firms. Six New York City Commissioners were in attendance as well officials from the land use, zoning and planning departments at the New York City Department of City Planning, the Port Authority of New York and New Jersey, Roosevelt Island Operating Corporation of the State of New York. Developer registrants included The Related Group of Companies, Edison Properties, Forest City Ratner, The Rose Companies, The Shubert Organization, and The Rockefeller Group plus many others. Media and press included Crain's, The New York Times, Engineering News Record and The Real Deal.

On November 3, 2011 the Institute, in collaboration with the Sallen Foundation, hosted an industry symposium at Baruch titled *Friends of Benchmarking* to discuss and clarify the impact of current regulations mandating building owners report on energy use in their buildings. The symposium was the first in a series that will monitor the effect of this legislation for property owners and provide a forum by which owners, managers and regulators can create dialogue concerning energy use within New York's extensive building stock.

On December 1, 2012 the Institute sponsored *SoHo: The Intersection of Art and Real Estate* on the 40th anniversary of the 1961 New York City Zoning Amendment that allowed artists to live and work in the old industrial spaces of the SoHo neighborhood. The conference discussed the evolution of this important area and its profound impact on its residents. Panelists included Baruch college professor, Roslyn Bernstein; SoHo based architect developer Shael Shapiro; Donald Elliott, Former Chair, New York City Planning Commission; Michael Levine, Director of Land Use Planning Community Board #1; Michael Betancourt AION Partners; Doris Diether, Co-Chair, Landmarks Committee, Community Board 2, Manhattan, and Carl Weisbrod, First Chair of the Loft Board of New York. On December 2, 2011 the Institute held *Where's The Money: Funding Transportation Projects in New York State* at the McGraw-Hill Conference Center. The conference was sponsored in conjunction with Engineering News Record (ENR) and the University Transportation Research Center.

Certificate program enrollment continues to increase. The positive trend is in part attributed to improved strategic marketing which included a new 2011 summer and fall color-coded catalog to promote courses and certificate programs; a targeted Google ad campaign; a social media strategy; increased faculty outreach; and corporate outreach to diverse real estate organizations.

The **Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center** hosted 200 events in the Summer and Fall 2011 semesters. Events included 114 class sessions for for-credit courses in a range of disciplines, 41 non-credit workshops on Reuters and Bloomberg, 15 corporate and executive

education events and over 50 special events including trading simulations, guest lectures, student club events and various research experiments in fields such as behavioral economics. The Center participated in developing a strategic plan addressing new initiatives planned for the next five years.

The **Weissman Center for International Business** is pleased to report that during the fall semester 2011 Sovereign Bank, a wholly owned subsidiary of Banco Santander S.A., and Santander Universities Global Division, signed a collaborative agreement with Baruch College in support of the Weissman Center's Global Student Certificate Program. The agreement will enable more than 40 undergraduate students to gain an international business perspective through seminars and cultural activities in the New York area. In addition, the agreement establishes an annual global student competition that will showcase the benefits of international education and exchange world-wide. The new agreement was signed by Jorge Morán, president and CEO of Sovereign and Santander U.S. Country Head, and President Wallerstein, during an on-campus ceremony.

The Study Abroad Office hosted the fall 2011 Study Abroad Fair for Baruch students. The Study Abroad Office also participated in International Education Week events at the College and hosted the first annual study abroad photo competition. In addition, the Study Abroad Office embarked on negotiations with the City University of Hong Kong and the University of International Business and Economics in Beijing to establish new bilateral student exchange programs.

The International Internship program hosted the fall 2011 Work Abroad Fair which connected students to international opportunities for internships around the world. In addition, working with Dean Peck, the Weissman School of Arts and Sciences, two undergraduate students were selected to receive the Colin Powell Fellowship in International Diplomacy.

The Center presented three Mitsui USA Lunch-Time Forums during the fall semester 2011. The first event featured Tom Shapero, Head of U.S. Equity Trading, Alliance Bernstein Capital. The second event featured Philip Vasan, Managing Director, Investment Banking Division, Credit Suisse. The third event featured Baruch alumnus, John Grifonetti, Former President and COO, Datek Online, Chairman and CEO, Certified Pure Air LLC and Baruch College Fund Trustee

The Center continued to provide support for the new undergraduate International Business major and worked closely with WCIB Faculty Fellow Clifford Wymbs to develop study abroad and international internship opportunities that are specifically designed to meet the needs of this group of students. The Center worked with the Starr Career Development Center to offer an orientation session for students.

The Center also continued to provide support for faculty research projects related to international business. The Baruch-SWUFE Accounting and Management Research Consortium continued to expand in breadth and depth. During the academic year 2011-2012, the Weissman Center for International Business is hosting six visiting research scholars as part of the Consortium. In addition, four undergraduate students from SWUFE are studying for two full semesters at Baruch as part of the Baruch-SWUFE bilateral student exchange agreement. Three Baruch undergraduate students studied at SWUFE during the fall 2011, also as part of the bilateral exchange. In addition, 28 undergraduate students from SWUFE are attending Baruch as prospective transfer students.

The Center also worked with Professor Prakash Sethi (MGT) to support data collection and marketing for the new edition of the CSR-Monitor. In addition, the Center hosted six seminars in the International Business Faculty Seminar series that is coordinated by Professor Lilach Nachum. The Center also issued two papers in the WCIB Occasional Paper series with a focus on the international linkages of the New York economy. One paper focused on the importance of tourism exports to New York. The Center's NYCdata website was updated and work continued to enhance digital marketing of the site.

The **Robert Zicklin Center for Corporate Integrity (ZCCI)** continued its excellence in corporate governance, social responsibility and financial reporting programming with a variety of seminars, panels and lectures. *Privacy, Data Mining and Business Ethics* on October 25th featured Ken Dreifach, General Counsel and Chief Privacy Officer of Rapleaf and Justin Brookman, Director, Consumer Privacy Project, Center for Democracy & Technology. Mr. Dreifach and Mr. Brookman discussed how personal data is used, and what limits should be placed on its use by companies, politicians and other organizations. They drew on their regulatory, professional and advocacy experiences working with online companies and the data industry. This was the fourth seminar in the David Berg Foundation Series on Ethics and Accountability at Baruch College.

New Business Models for Energy Innovation on November 4th was the 4th Annual Symposium on Sustainability, a joint program with Baruch's Corporate Communication International. The Symposium was comprised of three expert panels which discussed hydraulic fracturing, innovative energy producing technologies and the role businesses can play in developing a sound energy policy. *SEC Climate Change Disclosure Requirements: What You Need to Know* on November 29th was held in partnership with the New York Society of Security Analysts. Topics included new disclosure requirements, lessons from companies who follow good disclosure practices and the opportunities these new guidelines may offer for analysts and asset managers to shape more informative disclosure going forward. *Ensuring Integrity: The 6th Annual Audit Conference* was held on December 1st and provided a forum for interaction between business, public accounting, academia, and policy setters from the American Institute of Certified Public Accountants (AICPA), the Securities and Exchange Commission (SEC), and the Public Company Accounting Oversight Board (PCAOB). The program highlighted the current best practices of ethics and independence within the auditing profession. The conference was organized in partnership with The NASBA Center for the Public Trust (CPT).

On February 7th Filmmaker Nick Verbitsky presented a screening of his documentary "*Confidence Game*," which focused on the final week of Bear Stearns before the financial collapse of 2008. Financial journalist and author William Cohen joined Verbitsky for a Q&A after the screening. *Green Gamification: Combining Social Media & Game Mechanics to Promote Sustainability* on February 15th was held as part of Social Media Week and was co-sponsored by Bennu LLC. This session featured thought-leading social entrepreneurs who demonstrated and discussed their companies' game-based marketing techniques that reward green actions by using mobile Apps, website tools and social media. *XBRL and Financial Analysis Technology Conference* on February 29th was a free industry event that explored and demonstrated the use of XBRL as well as other alternative analytical methods such as internet data mining, financial community blogs, RSS news feeds, and new quantitative analysis investment strategies. This conference was held in collaboration with NYSSA's Improved Corporate Reporting Committee and XBRL US, the non-profit consortium for XBRL reporting.

ZCCI's website provides event schedules and registration information and video recordings of past programs- <http://zicklin.baruch.cuny.edu/centers/zcci/>