

Report of the Zicklin School of Business to Baruch College General Faculty- October 21, 2004

The Zicklin School of Business is comprised of six departments, five 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 Faculty:

The Zicklin School is pleased to welcome eight new faculty, including six new tenure-track faculty:

Accounting- Peter Joos; Economics/Finance- Sonali Hazarika, Victor Martinez, Rajirishi Nahata; Law- David Opderbeck; Statistics/CIS- Dobrin Marchev.

Alan Wernick joined the Law faculty with tenure and also consults to Baruch and CUNY on immigration law. Robert Laud joined the Management department as a Distinguished Lecturer.

In addition to standard searches for openings, the Zicklin School will also conduct searches for the Field Family Chair in Entrepreneurship, the Newman Chair in Real Estate and the Aldinger Chair in Banking.

New Administrative Appointments:

Robert Ducoffe and Phyllis Zadra were officially appointed as Associate Deans of the Zicklin School for Graduate and Undergraduate Affairs respectively.

A warm welcome is extended to Rafael Nunez, Zicklin's new Webmaster, and to Monica Dean, the new Administrative Director of the Lawrence N. Field Center for Entrepreneurship.

Academic Programs:

The pre-business core is firmly in place and each semester undergraduate students qualify for majors within the Zicklin School. Since the end of the spring 2004 semester, 1,164 students have qualified for Zicklin majors. The distribution of students within majors is as follows:

Zicklin Majors	New Admits	Continuing Students
Accountancy	470	1115
CIS	45	329
Economics	15	54
Entrepreneurship & Small Business Management	45	153
Finance & Investments	322	773
Industrial Psychology	4	13
Human Resource Management	40	170

Marketing Management	182	488
Operations Management	39	89
Quantitative Methods & Modeling	2	0

On September 9, the Zicklin School held an orientation and meeting with advisors for all new majors. This event provided a way for students to talk directly with advisors and find out more about departmental offerings, student clubs, and other events planned for the future. Each major maintains a Blackboard site that provides current information to students and answers most frequently asked questions.

Several improvements were made to the Honors MBA program. The core Finance course is now taken in the first semester and day classes were added to the schedule for second year students. A Leadership course will run as an elective for first or second year students in spring 2005. The Graduate Curriculum Committee gave its approval for students to pursue a double major.

The Honors MBA program partnered with the Management Department to implement a Leadership and Mentoring Initiative for first year students. One of the program's first components was an Ethics Immersion Experience led by Professor Don Schepers and five senior Management faculty- Moshe Banai, Abe Korman, Harry Rosen, Mike Stauffer and Donald Vrendenburgh. Professor Seth Lipner, Law, conducted a negotiation exercise and alumnus Leon Shivamber, Corporate Vice President, Harris Corporation led a section on ethics in the workplace.

Orientation for graduate students was enhanced. Honors students sessions included the presentation of case studies. Flex-time MBA students had their orientation expanded from three to nine hours and cohort opportunities for this group of students is being explored. Discussions are underway for a special orientation for international students.

The Executive MBA and MS in Finance programs were successful in their efforts to increase the number of students in the new cohorts that enrolled in September.

The International Executive MS programs in Marketing and Finance graduated 177 students in the 2003-04 academic year with cohorts in Hsin Chu, Hong Kong, and Taipei. Over 30 students who graduated in January in Hong Kong and Taipei traveled to New York to participate in the College's June commencement ceremonies.

The College's real estate programs are now coordinated through the Zicklin School. This includes courses and degree programs in the Zicklin School, the School of Public Affairs and the Newman Real Estate Institute, including its certificate programs.

The Center for Corporate Integrity (CCI) that previously reported to former President Ned Regan (then called CFI) was recently endowed by Larry Zicklin and restructured to report to the Zicklin School. The first event under the new name- the Robert Zicklin Center for Corporate Integrity- was a successful panel roundtable entitled "Accountable Accounting: Rules v. Principles".

Co-curricular Activities:

The orientation program for new full-time Honors MBA students featured Larry Zicklin as the keynote speaker on August 24th. Students in the Flex-time/Accelerated Part-time programs heard from John Gomes, MBA '03, President of Norman Norell New York.

“Lunch and Learn” sessions for graduate students in the MBA and MS programs continue to expand. The November 10th session will focus on entrepreneurship and will be led by Professors Ed Rogoff and Bob Foskey of the Management faculty.

Student Awards

A team of Baruch students- Sanja Baric, Douglas Hernandez, Zenaida Lorenzo, Mohan Menon-won the regional final and participated in the Association of Latino Professionals in Finance and Accounting annual National Student Case Competition, sponsored by KPMG. Professor Donal Byard in the Accountancy Department is the faculty advisor to the student chapter here at Baruch.

The Direct Marketing Association awarded silver and bronze DMA Echo trophies to fourteen Zicklin students in the annual competition sponsored by its Education Foundation. The students also received honorable mention in the nationwide Collegiate Echo Competition. Adjunct faculty member Harvey Markowitz is the faculty advisor.

Faculty Recognition and Research

35 Zicklin faculty received awards to conduct research projects during this past summer. The awards ranged from \$3,000 to \$10,000 and faculty were selected based on criteria that included publication activity and a ranking of research proposals.

New publications in the Zicklin School include: *Understanding Market, Credit and Operational Risk* by Linda Allen; *Equity Markets in Action- The Fundamentals of Liquidity, Market Structure and Trading* by Bob Schwartz.

Per Prof. Harry Rosen request, please find below Prof. Sethi's 2003 award title.

Prakesh Sethi, Distinguished Professor of Management, was awarded the “Beyond the Grey Pinstripes 2003 Faculty Pioneer Award for External Impact” by the Aspen’s Institute’s Business and Society Program & World Resources Institute.

Zicklin Dean John A. Elliott received the American Accounting Association’s 2004 Notable Contributions to Accounting Literature Award and the 2004 Wildman Medal Award by the American Accounting Association, the premier professional association in the field. Both awards were for his paper entitled “Evidence from Auditors About Managers' and Auditors' Earnings-Management Decisions” and shared with his research partners and co-authors Mark W. Nelson of Cornell University and Robin Tarpley of George Washington University.

Professor Linda Allen was appointed to the Standard and Poor's Council of Economic Advisors.

Honors and Recognition

The Zicklin School held its Honors and Recognition ceremony on May 7th. Undergraduate and graduate students were inducted into Beta Gamma Sigma and Sigma Iota Epsilon honor societies. Professors Ann Brandwein and Seth Lipner were faculty inductees into Beta Gamma Sigma. Alumnus Leon Shivamber, Corporate Vice President, Harris Corporation, delivered the keynote address.

Teaching Excellence Awards were presented to Donal Byard, Nermin Eyuboglu, John Merrick, Lawrence Tatum, Valerie Watnick, and Donald Vredenburgh.

The first annual awards to staff for Service Excellence were presented to Linda Moore- Management, Noemi Taveras- Graduate Student Services, Troy Taylor- Office of the Dean, and Shelly Watson- Law.