

Report of the Zicklin School of Business to Baruch College General Faculty- April 14, 2005

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 Administrators:

Karen Lau joined the Office of Graduate Admissions in the Outreach and Marketing area.

Dr. Richard Mitten joined the Weissman Center for International Business as the new Study Abroad Director.

Academic Programs:

At the end of February, the AACSB peer review team was on campus for its site visit, the last stage in the re-affirmation of accreditation. In exit interviews with President Waldron, Provost Dannenbring, and Dean Elliott, the team reported its unofficial recommendation that the Zicklin School's accreditation in business and accounting be reaffirmed. The team commended the School on the significant progress it made in the last decade, on the esprit de corps among the faculty, on the Honors MBA program, and on two of its academic centers, the Wasserman Trading Floor and the Zicklin Center for Corporate Integrity. It also recommended that the standard being applied to determine whether faculty maintain their academic qualifications be raised.

The Undergraduate Curriculum Committee approved two new programs at its last meeting. It is expected that in fall 2005 the Accounting department will have a separate track in Internal Auditing. This will be a 124 credit BBA program. The other new program is a BBA in Real Estate. Zicklin faculty recently approved the creation a new department of Real Estate and this program is expected to begin operation in fall 2005.

On Tuesday, February 1, 2005 the Zicklin School of Business Undergraduate Program held an orientation for students who had recently been accepted into one of the business majors. Dean John Elliott, Associate Dean Phyllis Zadra, and Associate Dean of Students Ronald Aaron addressed a group of 300 new majors providing them with background about the BBA degree and tips for being successful students. The students next met with advisors for each of the majors. Orientations are run at the beginning of the fall and spring semesters to provide information about the Zicklin School and requirements for each of the majors.

In accordance with AACSB standards, the Zicklin BBA program has identified eight learning goals that should be achieved by our graduates. The BBA Learning Assurance Committee has made significant strides in defining the learning goals for the BBA degree. Two of the eight learning goals, oral communication and written communication, will be pilot tested in spring 2005 to determine whether our students are meeting the standards determined by the faculty.

There are several new developments in the MBA Honors Program. First year students are part of a new Leadership Initiative led by the Management Department that includes three negotiation seminars, diversity workshops conducted by the Anti-Defamation League and a mentoring program. Other new programs include a Leadership Mentoring program designed by Professor Allen Kraut and implemented by Professor Mike Stauffer and a Professional Coaching executive program, led by Professor Robert Lee. The second coaching course that will begin on April 1

leads to certification. These programs join the Ethics Immersion and Negotiation programs established last fall.

New courses include Business Consulting and a new QuickStart Finance module for continuing students in the summer. There are revisions underway in the Accounting Program to accommodate the new 150-hour requirement for the CPA exam. A pilot tutoring program for the core Finance course began in the fall semester and expanded to include Accounting in the spring. The Honors MBA Program is also piloting mid-semester course evaluations.

Eight students from the Honors and Flex-Time MBA programs participated in a study abroad experience in Prague and Brussels in January. The course was offered through Thunderbird, The American Graduate School of International Management.

The Office of Graduate Studies participated in the development of a tutorial for international students used for marketing, recruitment and academic advising.

The MS International Programs graduated 101 students in ceremonies in Taipei in January. Some 60 students and their family members are expected to participate in commencement activities in June. Two new MS programs will be added in Taiwan.

The Master of Science in Industrial and Labor Relations achieved record enrollment during the current academic year, and now enrolls approximately 80 students who work for a number of prominent and diverse employers, including Motorola, Calvin Klein and the International Brotherhood of Teamsters.

The Baruch/Mt.Sinai MBA in Healthcare Administration is currently engaged in a self-study in preparation for its accreditation site-visit in the fall by the Commission on Accreditation of Healthcare Management Education.

The Zicklin Office of Graduate Admissions has added a new area for Outreach & Marketing. The leader of the new team is Tom Lo, Associate Director of Graduate Admissions who was joined by Karen Lau this month.

The Graduate Career Management Center added two employee relations professionals and restructured itself into two teams, Employer Relations and Career Advisement, resulting in the doubling of the number of employers with whom staff communicates and an increase of 45% in individual student appointments. The Center celebrated much improved student employment outcomes between the classes of '04 and '03, with 83% of the class of '04 having accepted offers by August 30, 2004. This improvement coincides with the addition of Center staff, as well as a collective push on the part of senior alumni, including the Baruch College Fund Board and Executives-on-Campus.

The Center specifically targeted new relationships for marketing students with campus visits and/or job postings from companies including American Express, AIG, Cadbury Schweppes, Estee Lauder, Find/SVP, Per Scholas and SAP. Ten new employers were welcomed to the career fair for MBA and MS students in March.

Zicklin Academic Centers:

The Robert Zicklin Center for Corporate Integrity serves to keep an informed spotlight on the changing issues of governance and financial reporting confronting U.S. corporations and capital

markets. In September, 2004 the Center presented a roundtable discussion on the principles-based approach to accounting standards endorsed by the Securities & Exchange Commission and the Financial Accounting Standards Board. The Center is currently working with the School of Public Affairs to develop a training program for directors of public authorities in New York State, following Governor Pataki's recently formed commission to institute reform in governance structures of these bodies. Upcoming programs for this semester include an Ethics Week Forum on April 13- "Maintaining Ethics in Profit Driven Enterprises."

The Wasserman Trading Floor/Subotnick Center is running the second annual Inter-MBA Asset Management Competition, a portfolio management competition founded by Baruch MBA students and faculty with participants from Columbia, NYU, Fordham, Pace, Georgetown, Rutgers and the University of Maryland. Wasserman is also supporting the New York Society of Securities Analysts' Investment Research Challenge. This competition involves eight area business schools where teams of students analyze a common public company and produce a professional research report. The Baruch team reached the finals in last year's competition.

The Weissman Center for International Business celebrated its 10th anniversary with a dinner honoring its founder and lead benefactor, George Weissman. The international business internship program reached approximately 270 placements in 2004, with the majority of students undertaking internships in New York City, in addition to overseas placements in places as diverse as London and Mongolia. In December 2004, the Center completed a comprehensive compilation of data on the New York City economy, "NYCdata" which will be published on its website this semester. The Weissman Center also worked with marketing and international business faculty on several surveys to gather information about foreign companies and small businesses in New York City. The Center continues to develop the launch of a pilot Global Student Certificate Program for fall 2005. Baruch College alumni were involved in most of the Center's activities.

Co-curricular activities:

A team of five Zicklin undergraduate students has been invited to attend the Stern Summit on Global Business held at New York University from April 7-9, 2005. This event will provide our students with an opportunity to network with leading business executives and interact with other top business students from around the country.

Faculty Recognition and Research:

27 members of the Zicklin School faculty were honored at the Third Annual Celebration of Faculty Scholarship and Creative Achievement on March 17.

Finance faculty professors Jack Francis, Robert Schwartz and Kishore Tandon were identified in "Prolific Authors in the Finance Literature: A Half Century of Contributions" in the Winter 2005 issue of Journal of Finance Literature.

Honors and Recognition:

On Thursday, May 19th the Zicklin School of Business is hosting the Dean's Honor Ceremony. At that time students with outstanding student achievement will be inducted into Beta Gamma Sigma and Sigma Iota Epsilon. Extraordinary administrative service will be acknowledged with the second annual Service Awards, and outstanding teaching by Zicklin faculty will be recognized. The recipient of the first annual Sidney Lirtzman Prize, Professor Ted Joyce, will also be recognized.