

Report of the Zicklin School Business to Baruch College General Faculty April 22, 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:

Plans are proceeding to hire an additional seven-to-ten new faculty for the 2004-05 academic year.

New Administrative Appointments:

A warm welcome to the eight new administrative and student services professional staff who have been hired in Graduate Admissions, Graduate Career Management, the Full-time Honors MBA Program, Graduate Academic Services, and the Dean's Office. The Honors MBA Program now has a dedicated full-time Director, John Albanese. Beverley Warner is Dean Elliott's Executive Assistant.

Academic Programs:

The Law Department has created a number of new electives including Employment Law; Law and the Entertainment Business; Securities and Corporate Governance Law; Law and Entrepreneurship; Law and the Environment; Legal Aspects of Health Care Administration; Negotiation and Dispute Resolution; and Marketing Law. The first three courses were offered in Spring 2004 with high undergraduate student enrollment.

The new MBA core curriculum, along with the four-course major, for the MBA program is in full swing. The Graduate Studies staff is making curricular and extracurricular enhancements to the Honors program, including a consulting course, the addition of several new cohort classes in the second year, and study abroad opportunities.

Zicklin's International Executive Master of Science programs continue to grow and flourish with multiple cohorts in marketing and finance in Taiwan and Hong Kong, and new programs beginning soon in Singapore and China.

Extra Curricular Activities:

The MBA programs had a very successful Zicklin Graduate Leadership Speaker Series which included: Annette Catino, President and CEO, Qualcare, Inc.; Tim Love, Vice Chairman International, Saatchi & Saatchi; David Krell, President and CEO International Securities Exchange (ISE); Leroy Bookal, Auditor General, World Bank; Martin Shafiroff, Managing Director, Lehman Brothers.

On May 1, the Zicklin Women in Business and their team will participate in the Revlon 5K Run/Walk for Breast and Ovarian Cancer. The Zicklin Women in Business promote business programs and have provided several events in the fall and spring semesters including: *Dress for Success* and *Negotiations for Women*.

The American College of Healthcare Executives, the Graduate Real Estate Club, the Media & Entertainment Business Club and the Graduate Accounting Club have joined the list of diverse graduate clubs at the Zicklin School of Business/Baruch College.

In connection with Baruch's recent college-wide Ethics Week, Professor W. Ray Williams developed a 70 page Handbook entitled "Ethics and Law - Basic Concepts, Cases and Dilemmas" which was posted on the Baruch website for College-wide use.

Student Awards:

This year two undergraduate Baruch students were placed with the U.S. Department of State through the Colin Powell Fellows Program in International Diplomacy. This program was established in 2004 through the leadership of Ambassador Carl Spielvogel '52, and Dean Myrna Chase (WSAS), with the enthusiastic support of Secretary of State Colin Powell (City College of New York '58).

The New York Society of Security Analysts (NYSSA) selected four student teams as finalists in the Second Annual Investment Research Challenge on April 6, 2004. The teams are from Baruch College, NYU Stern School of Business, Rutgers Business School and the Stillman School of Business. The Baruch College team members are the following MBA students: Avram Fisher, Sandra Nipperus, Risto Pussim, and Marco Sze.

Tatiana Rios and Dennise Lopez (Advertising Marketing majors) were named as two of the American Advertising Federation's Most Promising Minority Students. The AAF's Most Promising Minority Students program connects the advertising industry with the nation's top minority college seniors. This premier event provides opportunities to recruit fresh talent, to further prepare advertising's best young prospects, and to help the industry's workforce better reflect the multiculturalism of today's society. The program not only honors the students, but enhances their knowledge and understanding of the advertising industry by offering networking, interviewing and industry immersion opportunities with industry professionals.

Staff News:

At this spring's Beta Gamma Sigma event on May 7, 2004 there will be several clerical staff awards in addition to honors for faculty teaching and recognition of undergraduate, master's, and doctoral students for their high academic achievements. These awards will recognize Zicklin staff for their performance and commitment to our students and to Baruch College. The selection process involved a study of the job functions of our clerical staff, as well as a mailing and web-based mechanism for soliciting nominations from students. This initiative was spearheaded by Management Professors Richard Kopelman and Eli Weitz and doctoral student Kate McPadden.

Faculty Recognition and Research:

Under the umbrella of the Weissman Center for International Business several new research projects have been launched, including a survey of off-shoring activities. The findings of the survey were presented at a conference in November. In addition, the Center has initiated a multi-year research project called *International Business – New*

York about the international linkages of the New York economy. The project includes a survey, conducted by Professor Lilach Nachum of the Marketing department, of non-U.S. businesses located in the City to determine the contribution foreign direct investment makes to the local economy. Professor Eugene Sherman of the Economics and Finance department is leading another aspect of this research project as editor of the Center's "New York City Economic Factbook." The Center is working with the Manhattan Chamber of Commerce to survey small businesses involved in international trade to better understand the role these companies play and the support they need to be successful.

New publications in the Zicklin School include: *Foundations in Business Marketing* (2003), a book series created by Professor David Lichtenthal, two of the books were released as of 2004; Eli Weitz's new book *Misbehavior in Organizations Theory, Research, and Management*; and Edward G. Rogoff's new book *Bankable Business Plans*. John Trinkaus has an article in the March 8, 2004 issue of Fortune Magazine.

In addition, T.K. Das was appointed as a member of the Editorial Board of the Journal of Management Studies. Professor David Rachman was invited to lecture on marketing at The Banking University in Hochiminh City, Vietnam for the week of April 18th. Prakash Sethi, Distinguished Professor of Management was the winner of the faculty Pioneer Award. Professor Sethi will host an International Conference "Voluntary Codes of Conduct for Multinational Corporations: Promises and Challenges" at Baruch College May 12-15, 2004.

Zicklin Ambassador Corps:

This spring, the Zicklin Ambassador Corps premiered under Co-Chairps Ginny Goldberg, Director of Graduate Student Life, and Marilyn Kahn, Director of Executives on Campus. The Zicklin Ambassador Corps is comprised of the highest caliber undergraduate and graduate students. They serve to uphold the mission and goals of Baruch College as spokespeople for the College and as the public face of its educational excellence. Zicklin Ambassadors are student leaders who host tours and participate in events with corporate executives, alumni, donors and prospective students.