

Report of the Zicklin School of Business to Baruch College General Faculty- Sept. 22, 2005

The Zicklin School of Business is comprised of seven departments, six of which offer programs of study that lead to BBA, MS and/or MBA degrees. In addition, the Zicklin School trains students enrolled in PhD programs through the CUNY Graduate Center.

New faculty:

The Zicklin School welcomes the following new tenure-track faculty- Susan Young (Accountancy); Micki Eisenman, Mary Kern (Management); Sangyoung Song, Ana Valenzuela (Marketing); Suparna Chakraborty (Real Estate). Ko Wang joins the new department of Real Estate as the Newman Chair in Real Estate.

In addition, the School is pleased to also welcome visiting faculty for the 2005/06 year- Benzion Barlev (Accountancy); Su Han Chan (Economics/Finance); Dov Eden (Management).

New Administrators:

Sarah Rosen joined the Graduate Career Management Center as Assistant Director of Employer Relations.

Lancia Yan (Baruch MA '05) joined the staff of the Weissman Center for International Business as coordinator of the new Global Student Certificate program. The program is funded by the Starr Foundation.

Academic Programs:

The Zicklin Undergraduate Program held two very successful orientation programs during the summer for students who have been admitted to Zicklin majors since April 2005. On August 3, 2005 approximately 400 students attended and another 250 students were present on August 22nd. One more orientation program will be held on Tuesday, September 20, 2005. At the orientation programs students meet Dean John Elliott, Associate Dean Phyllis Zadra, a representative from the Career Development Center and Associate Dean Ron Aaron. The theme of the orientation is to meet with students personally and assure that they understand what is needed to successfully complete the BBA program. Students also meet with advisors from their respective majors and with their student colleagues and get questions answered, find out about various school-wide resources and become familiar with faculty and administrators who can work with them if they encounter problems.

The Zicklin School is extremely pleased to have been awarded permission by CUNY and the State of New York to begin a new program leading to a BBA degree in Real Estate. The new Real Estate Department will be chaired by Professor Ko Wang. Information about the new program will be forthcoming.

The Stan Ross Department of Accountancy, in collaboration with the Robert Zicklin Center for Corporate Integrity, plans to launch a new undergraduate degree concentration in Internal Auditing. A series of open house meetings will take place in the fall to make juniors aware of this new opportunity. The first cohort will start taking a course in internal auditing in spring 2006 and graduate in spring 2007. The new program was developed in cooperation with the Institute of Internal Auditors to meet the current and future professional needs of students interested in a career in corporate accounting.

As of spring 2006, students interested in pursuing a career in accounting will be able to choose among the BBA in accountancy; the 150 hour program in accountancy that is a combined BBA/MS; and the BBA in Internal Auditing. The MS in Accountancy program is now accepting students with undergraduate degrees in accountancy. A set of courses was identified as substitutes for those students whose undergraduate programs included certain equivalents to the MS required courses.

At least 15 new or recent Baruch College graduates who used the Department of Law's pre-law advisory services (Professor Sandra Mullings) will start law school this fall. The law schools include the University of Pennsylvania, Boston University, Cardoza, Rutgers, St John's, Brooklyn and Seton Hall.

The MBA Honors Program Leadership Program continues. Last year, 37 MBA students were successfully matched with mentors. About half of these mentors are not alumni, but were attracted by the School's reputation, and the professional design of the program. Program Directors, Prof. Allen Kraut and Prof. Michael Stauffer will get the program off to an earlier start this year, with an expanded list of mentors. This year's Ethics Immersion Experience will be held on Friday September 23, again directed by Prof. Donald Schepers. It will include highly interactive, small group experiences lead by six senior Management and Law faculty and a special presentation by alumnus and BCF Board Member, Leon Schivamber.

The Leadership Initiative pilot graduate courses on Leadership Assessment and Negotiations are now credit-bearing courses. The graduate consulting course, which ran last year as a trial, special topics course is now offered as a new elective, Business Consulting.

Express Advising was initiated during the 2004-05 year to accommodate full and part-time students during registration. Advising areas were set-up in the VC Food Court area so that students could stop by and meet with advisors on the way to class. Due to a successful start, it has become a regular feature.

For the first time, the Office of Graduate Studies conducted an orientation on August 22nd dedicated to Zicklin International graduate students. Other orientation events in September for all MBA and MS students will include Study Skills Workshops and Susan Sexton, a professional development coach, will lead Presentation Workshops.

The Graduate Career Management Center continued to develop its Career Advisement and Employer Relations teams, with career advisors engaged in over 820 individual advisement appointments and employer relationship managers touching more than 840 employers in the '04/'05 academic year. New employer relationships of note include Bath & Body Works, Bristol-Myers Squibb, Calypso Technology, Capco, GlaxoSmithKline, Harris Nesbitt, HypoVereinsbank, Interpublic Group, Lifetime Television, Reuters, The New York Times Company, Time, Inc., and Yahoo!, Inc. The Center celebrated improved summer internship outcomes for the Honors class of 2006, with 93% engaged in a summer '05 internship. As of August 26, 2005, 78% of the Honors class of '05 had accepted offers, compared to 74% on this date last year.

The Center, along with the Executives On Campus program, also celebrated the completion of the 2nd year of the Executive Student Partnership Program. For the full '04/'05 year, approximately 45 ZSB graduate students were paired with an executive mentor who assisted the student with his/her career and professional development. Of the 33 participants for whom the Center has employment data, 28 (85%) have accepted full-time offers.

The Center now looks forward to its third annual Career Week, which will run from September 26 – 29, 2005. During that week, corporate representatives will participate in a series of panels to discuss their careers, professions, and industries. This year's panels include: accounting, computer information systems, consulting, entrepreneurship, finance, management, marketing, and real estate.

The Baruch/Mt. Sinai Graduate Program will host a site visit in November from CAHME, the Commission on Accreditation of Healthcare Management Education.

The Master of Science in Industrial and Labor Relations (MSILR) continues to enroll only full-time employed Human Resource professionals. This year's Cohort (#12) includes students who work for a diverse group of prominent employers including JetBlue, American Express, Sony, Liz Claiborne and Beth Israel Medical Center.

The International Executive Program continues to offer Masters Degrees in Taiwan, Hong Kong, Singapore and Israel. The program hosted a group of students from Israel over the summer to complete the course work for their Executive Masters in Marketing. The programs will graduate 60 students this September from Hong Kong, Singapore and Israel. A formal graduation ceremony will be held in Singapore for 33 of these students and their families. On average, close to 200 students graduate each year in Executive Degree Programs in Finance, Marketing, and Human Resources and Global Management.

The Executive Program in Professional Coaching got off to a very successful start last year. Both the Fall and Spring programs were well-received by the participants, and resulted in a profit in the first year of operation. The program awarded eight Professional Coaching Certificates to Human Resource executives from leading corporations and nonprofit organizations. The promotional program for this year's offerings is underway now, with materials designed by Baruch's award-winning Direct Marketing Center.

Zicklin Academic Centers:

In May 2005, the Robert Zicklin Center for Corporate Integrity (CCI) held its fourth annual Financial Reporting Conference, which brought together FASB members, SEC division heads, representatives from the Big 4 audit companies, and corporate financial officers to discuss major changes in financial reporting for large public corporations. In June, CCI co-sponsored "The Future of Corporate Reporting" with the National Investor Relations Institute, at which a panel of academics, investors, public policy makers and corporations presented a revised model for corporate disclosure reflective of today's demand for transparency, accountability and individual integrity. Upcoming CCI events include "Corporate Misconduct: Who Should Pay?" on September 21; "Academe Meets Practice," Baruch's third annual accounting research conference, on November 4; and "Does Wall Street Value Corporate Governance?" on December 1, 2005.

The Lawrence N. Field Center for Entrepreneurship wrapped up its first year of the Baruch College and Merrill Lynch IPO Challenge College and High School Competition. On Shore Partners, a Zicklin School of Business Executive MBA team, came in first place in the college competition and received \$18,500 in cash awards. This firm will serve as a business development agent for offshore business process outsourcing and information technology firms seeking to gain market share in the US. On Shore can potentially qualify for \$50,000 in equity financing from the Baruch College Fund contingent on meeting specific milestones.

The winners in the high school competition, a team of students from Harry Van Ardsdale High School, received \$13,500 in cash awards. They proposed to develop Play-O-Rena - a dynamic children's party and educational center designed to meet the party needs of children ages 1 through 12, as well as providing classes for pre-school aged children.

During the spring, the Midtown Manhattan Small Business Development Center (a program of the Field Center) hosted a *Banking Bazaar* at the Vertical Campus. The event hosted representatives from the Small Business Administration, banks, lending institutions and insurance companies. Over 200 small business owners and entrepreneurs participated.

The Weissman Center for International Business ran several programs on international business topics that brought distinguished speakers such as Professor Hugh Patrick of Columbia University, Masatsugu Nagato, the CEO of Mizuho USA, Professor Richard Cooper of Harvard University and John Williamson of the Institute of International Economics to the College. The Center also hosted a conference "Economic Development for Asia and the U.S." which was co-sponsored by the White House Commission for Asian Americans and Pacific Islanders and the Asian American Research Institute/CUNY. In addition, the Center worked with marketing and international business faculty on several surveys to gather information about foreign companies and small businesses in New York City. The findings of the survey on foreign direct investment were presented at a conference with industry experts. Baruch College alumni were involved in most of the Center's activities.

During the spring semester and summer term, the study abroad office located in the Weissman Center, helped 111 Baruch students earn credit studying abroad. France, England and Spain were among the most popular destinations. During the 2004-2005 academic year, Baruch hosted a total of 25 exchange students from partner universities. The Center's international business internship program reached 233 placements since January. The majority of students undertook internships in New York City, in addition to overseas placements in places as diverse as London and Mongolia. Two Colin Powell Undergraduate Fellowships were awarded for internships at the United States Mission to the United Nations.

Faculty Recognition and Research:

Professor Ted Joyce (Economics/Finance) received a grant from the United States Department of Agriculture. The grant title is: "Does Greater Exposure to WIC Affect Maternal Behavior and Improve Infant Health? Evidence from the Pregnancy Nutrition Surveillance System." The grant is for \$30,000 and runs from July 1, 2005 - December 31, 2006.

Law Professor Valerie Watnick's 2003 article on federal preemption of tort claims under federal pesticide law was used by the team of attorneys that wrote the briefs and argued a case recently heard by the United States Supreme Court. Professor Watnick served as a consultant to team. The Court decided the case in line with the arguments proffered by Professor Watnick in her article.

Professor Jay Weiser (Law) was lead counsel on the amicus curiae briefs of The Association of the Bar of the City of New York and other bar associations in the same-sex marriage cases of *Hernandez v. Robles* (New York Supreme Court, Appellate Division, 1st Dept.), *Shields v. Madigan* (New York Supreme Court, Appellate Division, 2nd Dept.), and *Samuels v. New York State Dept. of Health* (New York Supreme Court, Appellate Division, 3rd Dept.).

Professor Jean Boddewyn (Marketing & International Business) was elected for a three-year term as Dean of the Fellows of the Academy of International Business, the group of leading scholars in this field.

Professor Ajay Das (Management) was made a Senior Research Fellow of the Institute of Supply Management.

Professor Prakesh Sethi (Management) is invited to participate in the inaugural meeting of the Clinton Global Initiative, a small and highly interactive forum of private and public sector leaders convened by President Clinton.

Honors and Recognition:

The Zicklin School of Business continued its commitment to recognize outstanding service on the part of its office and administrative personnel with the Second Annual Service Excellence Awards. The honorees were selected based on input from students, faculty, administrators and staff and through a web-based nomination form. The 2005 recipients were Rosa Alvarado-DeJesus of the Dean's Office/Technology Department; Berk Aydin of the Graduate Academic and Student Services Department; Dularie Ramkishun of the Management Department; Junie Swift of the Graduate Career Management Center; Thomas Lo of the Graduate Admissions Department. They were recognized at the Beta Gamma Sigma Honors and Recognition Ceremony on May 19th.