

ZSB Report to the General Faculty

The Zicklin School of Business comprises seven departments, six of which offer programs of study that lead to BBA, MS, and MBA degrees. Its executive programs include MS and MBA degrees, as well as the Executive Doctorate in Business (EDB). The Zicklin School also delivers PhD in Business programs jointly with Baruch College and the CUNY Graduate Center.

We are pursuing several exciting innovations in terms of new programs, new formats, and new learning opportunities for students:

- The inaugural One-Year MBA class, including nine students, began in June, 2017. They are scheduled to graduate on May 30, 2018.
- The inaugural EDB program began in September 2017, with expected graduation in three years.
- Beginning in September 2017, the format of the Executive MS in Finance (EMSF) was changed to a hybrid/modular format, with one course each month. Students now take classes on just two successive weekends. We will extend this hybrid/modular format to the new Executive MS in Marketing (EMSM) program, which will launch in September 2018.
- Several new global programs will commence in Summer and Fall 2018. They include MBA-MSF dual degree programs with Renmin University of China, Beijing University of Science and Technology, and Xi'an Jiaotong University.
- The Executive MS in Industrial and Labor Relations will be renamed the Executive MS in Human Resource Management. While the curriculum will retain much of the program's traditional work in the area of labor, it will include enhanced content of value to HR executives, as well as an international experience and will be streamlined from three years to two, beginning September 2018.

The Zicklin School of Business successfully launched the new WordPress website with a focus on increasing leads for Zicklin graduate and executive programs. New videos, photos and infographics grace the pages for each program. Training was held for representatives in each department to build WordPress skills. Each department will have access to the site for ongoing updates, keeping the content fresh and relevant.

Zicklin marketing campaigns, including digital, and social media marketing, are continuing with the "New York Smart. World Class Ready." theme. Ads have appeared in Google searches and will appear in LinkedIn and Facebook. In addition, online marketing sites for the *NY Times*, *WSJ* and *The Economist* will be running Zicklin profiles, articles and ads targeting a very specific demographic for each program.

Zicklin Undergraduate Program (ZUGP)

As of Spring 2018, there are 6,294 students enrolled in the Zicklin School's BBA program. Of these, 1,415 were admitted since September 1, 2017. There are currently 4,247 students with an intended BBA major. In Spring 2018, there are 178 undergraduate business courses with a total of 672 sections, and enrollment of 29,227 seats.

The Office of Undergraduate Programs is proposing to change the current CIC (Communication Intensive Courses) requirement for the BBA degree and to explore redesigning a business core course to serve as an additional CIC course to strengthen business communication skills. There is also a proposal to refine the guidelines for CICs. Under the guidance of Prof. Ashok Vora (Chairman of the UCC), a re-evaluation of awarding incoming transfer credits and course equivalency with CUNY colleges has been progressing well and all inactive business courses have been removed from the Baruch transfer services CUNY equivalency website.

The Office of Undergraduate Programs provides the best possible services to students despite its small staff. The office's responsibilities include, but are not limited to, enforcing school policies and regulations, advising students on admissions, major/minor plan changes, course permissions, enrollment/classroom issues, registrations, e-permit, waitlists, monitoring course scheduling and enrollment numbers, and orientations. The office has advised 2,671 "walk-in" students on various issues since the start of Spring 2018 registration. The on-line proctor scheduling system has arranged 25 proctors for 52 midterm and final exams during Fall 2017 for Zicklin undergraduate courses.

The **Zicklin Undergraduate Honors Program (ZUHP)**, the only honors program at Baruch that is dedicated to business education, will admit its twelfth cohort of students in spring 2018. ZUHP continues to recruit high achieving, bright students in the Zicklin School. Its students go through the Program as a cohort and graduate to become loyal Baruch alums. ZUHP alums are among the core members of the newly formed Zicklin Society, a group of highly successful young alums from the Zicklin School. A growing group of ZUHP alumni work in many prestigious organizations: Bank of America, BlackRock, Citi, Consumer Financial Protection Bureau (CFPB), Credit Suisse, Goldman Sachs, JP Morgan, L'Oréal, Morgan Stanley, the New York Federal Reserve, Sandler O'Neill Investment Bank, Shenkman Capital, and the Big 4 accounting firms.

ZUHP attempts to enhance its students' college experience by offering unique honors seminars and a variety of co-curricular activities. In spring 2018, there are three special seminars: Current Issues in Business Ethics, taught by Larry Zicklin, Current Issues in International Affairs taught by Noel Lateef, President - Foreign Policy Association, and Valuation taught by Jay Dahya. Recent extracurricular events have included a luncheon with the recently retired CFO of Lazard Ltd. and a coverletter workshop. In March, two ZUHP students interviewed Jamie Forese, Co-President of Citigroup, in a fire-side chat format.

In spring 2018, the Advisory Board will be reconstituted and chaired by Keith Anzel, Baruch alum and Chief Tax Officer at Citi.

Office of Graduate Admissions

Personnel:

- Rebecca Watts was hired as Assistant Director of MBA Recruitment and Admissions.

Recruitment, admissions & enrollment

- The Office of Graduate Admissions hosted or attended 38 recruitment events during the fall 2017 semester, including open houses, information sessions and off-campus recruitment fairs. Additionally the Office presented two series of online webinars for prospective students and admitted students.
- A new application 'rounds' system was introduced with three application deadlines and associated decision notification dates. An email communication plan was developed to publicize each 'round' to prospective students. Prospective students applied earlier, with a 33% increase by December 1 (Round 2), compared to the same date the previous year. Overall, the number of applications declined 12% due to fewer late application submissions.
- Admission decisions for Spring were made earlier in the application cycle, with a 20% increase by January 4 compared to Spring 2017. Additionally, a larger percentage of the applicant pool received a decision (89%) than the previous spring (74%). Due to earlier admission decisions, all entering students were registered for classes before the Spring 2018 semester started.
- New enrollments increased to 257, representing an increase of 3% from Spring 2017 and an increase of 32% from Spring 2016.

	Spring 2018			Spring 2017		
	New	Continuing	Total	New	Continuing	Total
FT MBA	N/A	101	101	N/A	97	97
EVE MBA	58	389	447	63	430	493
MS	198	917	1,115	185	915	1,100
TOTAL	256	1,407	1,663	248	1,442	1,690

Zicklin Graduate Programs Update

Recent program and personnel changes:

- Elizabeth (Beth) Figini, Director of Graduate Programs, is a member of the advisory council for the Part-Time MBA national conference.

- Nahida Rahim has joined Zicklin Grad Programs as Assistant Director, Graduate Programs. Her primary responsibility is student engagement.
- Riad Veerapen has joined Zicklin Grad Programs as a College Assistant.

Graduate Career Management Center (GCMC):

- The placement rate for May 2017 Full-Time MBA graduates, three months after graduation, was 90% (it was 95% in 2016 and 91% in 2015). The placement rate at graduation was 66% (in 2016 it was 78% and it was 70% in 2015).
- For the 2016-2017 Academic Year, employment status for all MBA and MS graduates was 85% employed at graduation, with 93% of US work-authorized MBA and MS graduates employed at graduation.
- From January through December 2017, the GCMC had 4,329 counseling sessions with 1,012 unique Zicklin graduate students and alumni.
- Over 480 internships and fulltime job opportunities were posted in the fall 2017 semester into Zicklin CareerLink by companies, alumni and employer partners, resulting in more than 1,300 Zicklin graduate students and alumni logging into the system.
- In the fall 2017 semester, over 40 companies from various organizations – including accounting firms, CPG, financial services and government organizations – came to Baruch for information sessions and other events to engage with Zicklin graduate students. Fall 2018 on-campus recruiting is set to bring over 35 employers to campus

Zicklin Executive Programs

Degree Programs. We are now entering our key period of recruiting for classes enrolling in our degree programs for the fall.

The NY State Education Department has approved our application for the Executive MS in Human Resource Management. The program will be supervised by academic director, Prof. Stephan Dilchert.

The destination of this year's international study tour in the EMBA and EMSF programs is China. Students will meet and interact with C-suite executives from a wide array of industrial and service businesses, as well as governmental and NGO organizations. The students first examine the unique aspects of Chinese businesses, and then are challenged to analyze business problems from the Chinese perspective.

Customized Programs. We successfully completed our year-long program, The Management Series, at the Municipal Credit Union. Each month a different professor presented a unique topic to a set of mid-level managers. The topics were quite varied and included organizing for innovation, brand & reputation, corporate accountability, and cybersecurity. Stemming from that series, Senior Associate Dean Qing Hu delivered a four-session program on cybersecurity to MCU's top executives. This series is now being expanded within MCU, and a new session on cryptocurrency will also be offered.

We continued to partner with Mr. Sid Kess, renowned tax expert, and CAPS on Zicklin's long-standing series of seminars on taxation.

Personnel. We welcomed Ms. Ava Ayala to our staff. Her primary responsibilities will be in degree programs admissions, and she will also serve a key role in working with current students.

PhD Program

Our program continues to draw impressive and diverse applications. We have a strong application pool of 148 applicants for our Fall 2018 cohort to choose from and we are confident we will recruit from our top choices.

Last October we participated again in the renowned AICPA Accounting Doctoral Scholars program that seeks to attract qualifying Accounting professionals to return to graduate school to study for a PhD. In addition, we also participated in the KPMG PhD Project which supports doctoral education for minority students. Prof. Justice Tillman (Management), who was a recruited faculty member through the PhD Project, led our team's efforts to increase diversity along with Management PhD candidate Katerina Gonzalez.

We are also hosting our inaugural PhD Project Baruch Research Symposium on April 27-28, 2018. We are inviting 15 top doctoral students, who are members of the PhD Project, to enhance our strategic efforts regarding diversity and inclusion in business education.

The Stan Ross Department of Accountancy

Upcoming Events

The 17th Annual Financial Reporting Conference will be held on Thursday, May 3, 2018.

Leaders from the Securities and Exchange Commission (SEC), the Public Company Accounting Oversight Board (PCAOB), and the Financial Accounting Standards Board (FASB) will present the latest information about issues in both government and the private sector, accounting standards, and policy setting. This year's Keynote Speaker will be Alan Beller, Partner at Cleary Gottlieb.

The department's weekly research seminar series this semester will again host numerous accomplished and internationally-known accounting researchers, including Ed de Haan (University of Washington); Michael Minnis (University of Chicago); Luo Zuo (Cornell University); Rachel Hayes (University of Utah); and Xiumin Martin (Washington University in St. Louis).

Student Competitions

Baruch College accounting students will participate in Deloitte's 3rd Annual Audit Innovation Campus Challenge in Dallas, Texas on April 6-7, 2018. The Baruch team earned its spot in the national competition after placing second in a regional meet in Boston that included ten schools from the Northeast. The Baruch team is ably advised by Distinguished Lecturer Thomas Ray.

The **Aaronson Department of Marketing and International Business** holds research seminar series in both International Business and Marketing, and continues to innovate in curriculum, with several new courses in Marketing Analytics. Last semester we offered a wide-ranging portfolio of non-credit workshops in Marketing Analytics, in partnership with companies like SAS and IBM. Our students are engaging with industry through experiential learning activities like the Y&R Wunderman case challenge, and the national AAF and ECHO competitions. Several of our courses integrate such opportunities—e.g., Google challenge, Google AdWords certifications, etc. This month, we are co-sponsoring, together with Interbrand and Ready-set-rocket, the conference "Building Data-Driven Brands."

The Department's faculty have been very active in scholarship, as evidenced by their presence in the editorial boards of major journals, and appointments to editorships and associate editorships at major journals. Research productivity continues to be high, with our faculty presenting at leading international conferences in Marketing and in International Business. Importantly, this academic year a number of our faculty are publishing books (e.g., Digital Analytics for Marketing) and articles in leading journals (e.g., the Journal of Marketing Research).

Next semester we will have two new Assistant Professors join the Department, Tanuka Ghoshal (currently on faculty at Indian School of Business) and Diogo Hildebrand (currently on faculty at the University of Grenoble).

The **Bert W. Wasserman Department of Economics and Finance** aims to maintain a stimulating academic environment for its students and faculty. The Department organizes two weekly research seminar series. The Monday seminar series is oriented at external speakers and the Tuesday seminar series is oriented at internal speakers. The Department also co-sponsors, along with the finance departments of Fordham University and Rutgers University, the annual Triple Crown Conference. This year it will take place in April 2018 at Fordham University. Professor Robert A. Schwartz is organizing the 15th Annual equity Markets Seminar that will take place on March 2, 2018.

The Department's faculty have presented at a number of leading international conferences in economics and finance and have a number of contributions to books and articles published or forthcoming in leading economics and finance journals during this academic year.

The Department's MS in Finance and MS in Financial Risk Management programs are growing successfully. The MS in Finance program is expanding internationally via joint MS programs offered bilaterally with several universities

worldwide. This summer, the first group of MBA students from Peking University's HSBC Business School in Shenzhen, China, will graduate from our MS in Finance program. We expect a new cohort from PHBS and additional cohorts from three other universities in China to join the program in the upcoming academic year.

The Department continues its long tradition of offering three popular majors (BA in Economics, BBA in Economics, and BBA in Finance) and a Minor in Economics to Baruch undergraduates.

The William Newman Department of Real Estate

- In October, the Department hosted a Real Estate Career Panel for real estate students discussing networking and available career paths. Speakers included panelists from Deloitte Advisory, Kimco Realty Corporation, Newmark Grubb Knight Frank, and Santander Real Estate Capital.
- In November, in partnership with the Urban Land Institute New York's Young Leaders Group, the Department hosted a full-day ARGUS Enterprise workshop. The workshop covered intermediate knowledge and skills necessary for ARGUS Enterprise, a tool used throughout the real estate industry.
- In November, the Department hosted an Introduction to Real Estate Associations panel and networking session in which students met representatives from industry associations. Featured associations included CREFC (Commercial Real Estate Finance Council), ICSC (International Council of Shopping Centers), ULI (Urban Land Institute), RELA (Real Estate Lenders Association), and NAIOP (Commercial Real Estate Development Association).

The Paul H. Chook Department of Information Systems and Statistics

This fall, the department welcomed a new faculty member, Prof. Adel Yazdanmehr. Prof. Yazdanmehr, PhD Information Systems, from the University of Texas, Arlington.

The department organized the following events:

- The first Annual Symposium on Business Analytics was held on October 13th, 2017. Faculty from across the Zicklin School presented their research on business analytics topics. The symposium was attended by faculty, doctoral students, and industry executives. The keynote speaker was Dave Donars, Head of Data Science & Technology at sparks & honey.
- The department's first Alumni Networking Event was held on February 5th, 2018. More than 100 people attended the event, which provided an opportunity for alumni to network with former classmates and professors, and featured a live music performance by Prof. Bill Ferns and the barbershop quartet "No Contest."
- On December 4th, a free workshop on Robotic Process Automation with Alteryx and UiPath was provided to students and was led by department alumnus Danny H. Park from PwC.
- The department offered free workshops for students on Python, Tableau, SQL, Access, and R. We also offered tutoring services for SQL, Access, Python, C++, and Tableau.
- The department has seen the creation of three new technology-related student clubs: the AIS student chapter, a cybersecurity club, and a blockchain/cryptocurrency club. They join the other two existing technology-related student clubs: FemCode and Hack for Baruch.

The **Narendra Paul Loomba Department of Management** launched BUS 9601, Business Consulting Practicum, under the direction of Anthony Farina, Distinguished Lecturer in Business Consulting. 98 students on 24 teams were placed across 20 projects spanning more than 16 organizations. Clients included major corporations and mid-sized companies such as Citigroup, New York Life Investment, TD Bank, Empire State Development, Ned Davis Research and Time Equities. Students were also placed with start-ups and nonprofit organizations such as Connexient, The Ark at JFK, HouseMusic 24/7 and Girl Be Heard. Assignments spanned a range of fundamental business functions, and included business planning, strategy development, financial analysis, competitive market scans, sales plans, digital branding, and communication and organizational development. Because of the outstanding performance by our students, many clients committed to participating again in Spring 2018 and beyond. Moreover, for Spring 2018 semester, 10 advisors, some of whom are Zicklin alumni, will work with student-consulting teams on a voluntary basis to coach and counsel their teams in completing their consulting assignments.

The **Department of Law** has in recent semesters had several faculty members travel to China to teach in the exciting SWUFE “3 plus 1” program, in which students come to Zicklin to study after several semesters at SWUFE in China. Professor Marc Edelman will be teaching Introduction to Business Law in Chengdu, China at SWUFE this spring.

Members of the Department, alongside the Max Berger Pre Law Program and Max Berger, come together to attend the second annual Baruch Alumni in Law event to be held at the Penn Club in New York City on April 19th, 2018.

The Weissman Center for International Business

On December 8, 2017, the Center held a dedication ceremony for the College’s memorial honoring the late George Weissman. Mrs. Mildred Weissman and her family attended the event. President Wallerstein gave remarks.

In academic year 2017-2018, the Center sent 320 students on study abroad. The Study Abroad Office (SAO) led a group of fifteen Zicklin Graduate students on a winter intersession program to IAE Lyon, France. Students studied international business from an EU perspective alongside students from Lyon and participated in company visits in the Lyon region. The SAO also supported the Weissman School study abroad program in arts administration to Ghent University with Professor Karen Shelby. On February 15th, the SAO held the spring 2018 Study Abroad Fair. The SAO Office hosted 152 incoming students from Baruch partner institutions.

The Center has been sending approximately 50 students per year on various work abroad programs. The Maurice R. (“Hank”) Greenberg Fellowship supports students interning in China.

Approximately 40 students are participating in the undergraduate Global Student Certificate Program, funded by Santander Universities, in the academic year 2017-2018.

The third edition of the CSR-Sustainability Monitor was released in December 2017 with an updated open access data platform, csrmonitor.org. The project continues to receive widespread attention. Researchers are presenting project findings to Zicklin graduate classes.

The spring 2018 series of Mitsui USA Lunch-Time Forums features Gillian Tett, U.S. Managing Editor, Financial Times; Patrick Cronin, CEO and Group Head, BMO Capital Markets; and Lynn Martin, President and CEO, ICE Data Services

In the spring 2018, the WCIB International Business Faculty Seminar Series, organized by Professor Lilac Nachum, will feature speakers from around the world such as Peter Williamson, Cambridge University Judge Institute of Management. Professor Williamson will present his research on foreign firms in China.

The Robert Zicklin Center for Corporate Integrity’s (RZCCI) [12TH Annual Audit Conference on November 28, 2017](#) was chaired by Professor Douglas Carmichael. The program was headlined by Diana Henriques, author of *The Wizard of Lies*, and included policy setters from the Public Company Accounting Oversight Board and the Securities and Exchange Commission. Attendees included partners from the Big 4 accounting firms. The conference will be featured in the 2018 February and March issues of *The CPA Journal*.

RZCCI held several corporate social responsibility and corporate governance programs during the Fall 2017 semester. One highlight took place on October 12th. RZCCI presented [Don’t Look Back: The Harvard Business School’s Inadvertent Influence on American Business](#). New York based journalist and author, Duff McDonald, traced the roots of the philosophical shifts that changed Harvard Business School’s trajectory, and demonstrated how the combination of unintended consequences and inadvertent influence has reverberated throughout American – and global – business to this very day.

Another featured program was [Giving Voice to Values: The “How” of Business Ethics](#) held on October 31st. RZCCI welcomed Dr. Mary C. Gentile, Creator/Director of Giving Voice to Values and Professor of Practice at the University of Virginia, Darden School of Business. This event was part of the HSBC Student Series on Ethics and Accountability.

RZCCI has a full slate of programs scheduled for the 2018 Spring semester. The schedule, registration information and video recordings of past programs can be found at the Center’s [website](#).

The Steven L. Newman Real Estate Institute

- In October, in partnership with the International Council of Shopping Centers (ICSC), the Institute hosted a panel on Investment Opportunities and Challenges in Retail Real Estate. Speakers included principals from MDF Capital LLC, ICSC, Hutensky Capital Partners, Kimco Realty Corporation, DLC Management Corporation, and JP Morgan Asset Management.
- In November, in partnership with Mona Shah Global, the Institute hosted a full-day conference on EB-5 Investment. The conference included six panels covering topics including legislative updates, funding, and infrastructure. The final panel included representatives from the federal US Citizenship and Immigration Services' Immigrant Investor Program Office.
- In a continuation of the Advisory Board Speaker Series, Advisory Board member Francis Greenburger (Time Equities) spoke to students in November.
- The Institute also hosted several guest speakers including Daniel Hoffman (Cerberus), Lewis Friedman (Merlon Management Corporation), Gary Tannenbaum (Miltan Management Corporation), and Simon Ziff (Ackman-Ziff in partnership with the ULI Young Leaders Group).
- In January, the Institute sponsored a trip for real estate students to the ICSC Nexus conference in Boca Raton, Florida.

Lawrence N. Field Center for Entrepreneurship

The Lawrence N. Field Center for Entrepreneurship has begun a new chapter in its history. With the addition of the new Academic and Administrative Directors last Fall came a new vision focused on expanding the reach of entrepreneurship programs.

Innovation Lab: The Field Center renovations will provide student entrepreneurs with an “innovation lab” supporting experimentation, learning, and networking. The new Field Center blueprint has been approved, with hopes to unveil this Fall.

Student Club launched: The Collegiate Entrepreneurs' Organization (CEO) launched this Spring. As an official chapter, CEO students will have access to knowledge resources, competitions, and a global network of 8,000+ members.

Co-curricular Events: The Field Center has created an array of new co-curricular activities. Among events planned this Spring are a talk by heiress and businesswoman Mitzi Perdue and a Design Thinking faculty workshop presented by IBM.

Technology: MakerHub welcomed the semester with an exciting virtual reality experience, with a racing rig sponsored by Virtual Reality Ace, a company founded by a Baruch alumnus. This Spring, MakerHub will provide workshops and consultation hours for students interested in cutting-edge technology.

Community Outreach: Continuing its vast outreach to the NYC community, SBDC will offer workshops and counselling sessions to 500+ local entrepreneurs this Spring.

Student Ventures: In the interest of supporting students throughout the CUNY system, CUNY Startups is currently shepherding its newest cohort of future entrepreneurs through the startup process, with “Pitch Day” scheduled for May. CUNY Startups also plans to host its biannual Hackathon this April.

Bert W. and Sandra Wasserman Trading Floor/Subotnick Financial Services Center

Gideon Pell, former Chief Risk Officer of New York Life, accepted a position as Associate Director of the Subotnick FSC in January, 2018. He will start in September, 2018.

The overall utilization of the center remains high, with 23 events scheduled over 271 sessions. These events are primarily courses in Finance, CIS, Economics, Journalism, and Math, along with 36 workshops introducing students to Bloomberg, Capital IQ, FactSet and other topics. The Center also hosted student groups in Trading, Investment Management, Wall Street, and Cybersecurity. There were also additional in-house events, including Admission Information Sessions, Rotman training for the championship winning teams, and a series of corporate events.

The previous goals for the Center included upgrading computers throughout the Center and raising the profile of the center within the local community through the development of (1) alumni-student trading competition; and (2)

a seminar series on cybersecurity in the financial industry. The computers in the Center were upgraded in Fall, 2017. An alumni-student trading competition is scheduled for March 2018. A seminar entitled “The Cost of Cyber-Insecurity” was held in the Center in November, 2017.

Zicklin Global Programs

Zicklin is pursuing a global growth strategy in accordance with Baruch College’s strategic goal of educating global citizens and expanding global reach. As part of this strategy, Zicklin is establishing or has established a number of international partnerships with universities around the world. The Baruch-SWUFE 3+1 BBA program was established in 2015 with Southwest University of Finance and Economics (SWUFE), located in Chengdu, China. 158 undergraduates are enrolled as of Fall 2017 at the SWUFE campus, 240 students are expected at its peak capacity, and 78 students are expected to matriculate at Baruch in Summer 2018. The Baruch-COMAS MBA-MSE program was established in 2016 with College of Management Academic Studies (COMAS), located in Tel Aviv, Israel. The first cohort of 15 students started in Spring 2017 and completed their Baruch portion of this program in Summer 2017. The second cohort of 16 students started in Spring 2018. The Baruch-PHBS MBA-MSF program was established in 2016 with Peking University HSBC Business School (PHBS), located in Shenzhen, China. The first cohort of 15 students have been admitted and matriculated in Summer 2017, 12 of those students are enrolled in the MSF program at Baruch in Fall 2017. New global programs to commence in Fall 2018 include the MBA-MSF dual degree programs with Renmin University of China, Beijing University of Science and Technology, and Xi’an Jiaotong University. These programs are expected to bring in 45-50 new MSF students each year.

The New York Confucius Institute for Global Finance at Baruch College (NYCIGF@Baruch) commenced operations on December 6, 2017, with a formal opening ceremony. President Wallerstein, Dr. Feng Jiang, Chairman of the University Council, Shanghai International Studies University; and Dr. Yumin Zhao, Deputy Consul General, Consulate General of the People's Republic of China in New York addressed invited guests. The ceremony was followed by a panel entitled *Global Finance: Past, Present, and Future* featuring Baruch’s own Prof. Lin Peng and speakers from BlackRock and China International Capital Corporation. Panelists reflected on the great financial crisis, took stock of the current state of our financial system, and discussed how new financial technologies and artificial intelligence will impact the global financial system in the near and distant future.

NYCIGF@Baruch’s first global finance event of the semester, entitled *The Evolution of NASDAQ*, will be held February 27. Les Seff (MBA '80), COO and CCO of AIMPaaS, Alternative Investment Management Platform as a Service will take attendees on a journey from the opening of the first electronic stock market in 1971, to the NASDAQ of today, concluding with a look into the future NASDAQ of the coming decades. NYCIGF@Baruch will begin offering non-credit, extra-curricular Chinese language classes to current Baruch students in late February.

For more information regarding CI activities or event registration, please visit our [website](#) or email the American Director, Matt LePere, at Matthew.LePere@baruch.cuny.edu.