

ZSB Report to the General Faculty

The Zicklin School of Business is comprised of seven departments, six of which offer programs of study that lead to BBA, MS, MBA and executive degrees. In addition, the Zicklin School runs Ph.D. in Business programs jointly by Baruch College and the CUNY Graduate Center.

In September, Executive Programs launched the new modular format for the Executive MS Degree programs. These degree programs are based in New York, Mumbai and São Paul. Executive MS programs are delivered in 10 modules, each of which is a single course that is completed with just two consecutive weekends in the classroom. All additional coursework takes place before and after the classroom sessions, supported by an online platform that allows faculty-supervised individual and group work. The student-centered, modular format allows students to complete an MS in as few as 11 months, or longer, if they need it. Limited required course sequencing delivers maximum schedule and location options. After completing the initial required modules at the student's program home, students can take one or more modules in another location or collaborate with other students globally without traveling. Zicklin's New York-based faculty travel to the program homes to deliver the same high-quality education wherever the student studies.

The Zicklin School of Business has continued to implement a "New York Smart. World Class Ready." media plan focused on recruitment including digital, and social media marketing utilizing Google search, LinkedIn and Facebook. In addition, online marketing sites will be running Zicklin profiles, articles and ads targeting a very specific demographic for each program. The focus of this year's media plan is to drive potential graduate students to our website to register for open houses and/or additional information about our programs.

In addition, the refresh of the Zicklin website project is nearing the end with a hands-on training/content input day on October 2. All department website administrators will be trained on WordPress and they will be able to input new content for their department on the new website during the training. A launch date of November 16 is planned.

Zicklin Undergraduate Program (ZUGP)

As of Fall 2017, there are 6,142 students enrolled in Zicklin School's BBA program. Of these, 2,964 were admitted since January 2017. The Undergraduate Curriculum Committee (UCC) is proposing to create about 30 Special Topics courses at 3000 level spread across seven departments to complement the existing courses at 4000 level. This will give more freedom to the departments to offer experimental courses at the "junior" level. The UCC is also in the process of reevaluating the awarding of incoming transfer credits, and the approval of outgoing ePermits for (only) Zicklin School's courses when a Baruch student interacts with 17 other CUNY undergraduate college. Ashok Vora (Chairman of the UCC) and Judy Tse (Director of the Zicklin Undergraduate Programs) have received great cooperation from the seven departments of Zicklin School, the Baruch Registrar's Office, and the Baruch Admissions Office. On the service side, the Zicklin Undergraduate Programs Office has advised 2,932 "walk-in" students for issues related to registration, enrollment, and general program since the start of Summer/Fall 2017 registration through the middle of September 2017. The on-line proctor scheduling system has arranged for proctors for 50 midterm and final exams during Spring and Summer 2017 for Zicklin undergraduate courses with large enrollment.

The **Zicklin Undergraduate Honors Program (ZUHP)** is now operating at its planned steady state of 95 students. ZUHP continues to recruit high achieving, bright students in the Zicklin School, students who go through the Program as a cohort and graduate to become loyal Baruch alums. A growing group of ZUHP alumni now work in many prestigious organizations: the New York Federal Reserve, The Consumer Financial Protection Bureau (CFPB), Goldman Sachs, Morgan Stanley, Sandler O'Neill Investment Bank, JP Morgan, BlackRock, Credit Suisse, Citi, Bank of America, L'Oréal, and the Big 4 accounting firms.

ZUHP enhances its students' college experience by offering unique seminars and co-curricular activities. Recent seminars have included: Current Issues in Business Ethics, taught by Larry Zicklin and Current Issues in International Affairs taught by Noel Lateef, President of Foreign Policy Association. ZUHP is in the process of reconstituting its advisory board to be chaired by Keith Anzel, Baruch alum and Chief Tax Officer at Citi. We are fortunate to have Stephen Fisher, President of New York Life Investment Management, LLC, joining our new board.

Office of Graduate Admissions

Recruitment, Admissions and Enrollment

- The Graduate Admissions office now manages MBA recruitment and admissions, following the transition from Office of Graduate Programs.
- Graduate Admissions organized a number of new events, including 'Decision in an Evening' events (for MS and Evening MBA), a social mixer for new MBA students, and webinars to guide students through the enrollment process.

Zicklin Graduate Programs Update (Fall 2017)

Recent program and personnel changes:

- Elizabeth (Beth) Figini, formerly Director of MBA Programs, is now Director of Graduate Programs. Beth now manages the operations of the MBA Program Office and all MBA & MS course scheduling, waitlists and orientations.
- Taneisha Green, formerly Interim Director of MS Programs, is now Associate Director of Graduate Programs. Taneisha now manages the MS Program Office and advising MBA and MS Accountancy students.
- Victoria Thompson has joined the MS Program Office as a Program Advisor for Zicklin's Integrated MS programs in Accountancy, Information Systems and Taxation.
- Diana Caban, Integrated Program Advisor, has relocated to the MS Programs Office and will serve as a liaison between the MS Programs Office and the MS Accountancy Program.

Admissions, Enrollment and Recruitment:

- The One-Year MBA Program enrolled its first cohort on June 12, 2017. During their first week of class, the students attended a luncheon hosted by the Economic Club of New York at the New York Stock Exchange where they met WeWork founder, Adam Neumann, who was the featured luncheon speaker.
- The number of fall 2017 applications declined 7.5% relative to fall 2016, driven primarily by a decline in international applications. The following table provides enrollment details:

	Fall 2017			Spring 2017			Fall 2016		
	New	Continuing	Total	New	Continuing	Total	New	Continuing	Total
FT MBA	47	54	101	N/A	98	98	54	45	99
EVE MBA	110	353	463	63	430	493	96	400	496
MS	418	717	1,135	170	915	1,085	457	633	1,090
All Programs	575	1,124	1,699	233	1,443	1,676	607	1,078	1,685

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, 91% in 2015, and 86% in 2014). The placement rate at graduation was 66% (in 2016 it was 78%, in 2015 it was 70%, and it was 77% in 2014).
- From January 2017 through August 2017, the Graduate Career Management Center had 2,567 counseling sessions with 790 unique Zicklin graduate students and alumni.
- Over 1,000 internships and fulltime job opportunities were posted in the spring and summer 2017 semesters by companies, alumni and employer partners. These opportunities resulted in more than 1,900 Zicklin graduate students and alumni logging into the system during these semesters.
- Fall 2017 on-campus recruiting is set to bring over 35 employers to campus.
- In the spring 2017 semester, over 45 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.
- The GCMC won first place for Innovative Programs at the annual Career Services Association of CUNY (CSAC) Conference. The award was given for being one of the first CUNY career centers to utilize Facebook Live to reach students and alumni.
- Stefano Verdesoto joined the GCMC in August as Assistant Director of Employer Relations.

Fred Burke, Director of the GCMC, started a two year appointment on the Board of Directors for The National Association of Colleges and Employers (NACE).

Zicklin Executive Programs

Degree Programs. In September we welcomed the first executive students to Zicklin's new Executive Doctorate in Business program. They join new and continuing students in our EMBA, Healthcare Administration, Executive MS in Finance, and MSILR programs.

Our Executive MS in Finance program has been reformatted into modules of one course per month. This format will also be followed in programs planned for Mumbai starting in March 2018 and again in New York in May 2018. These new Modular Executive MS Programs will be extended to our MS in Marketing programs, as well as to an additional location in Sao Paulo, Brazil, in Fall 2018.

Customized Programs. At the Municipal Credit Union Management Series, we are running a monthly series on challenges facing business today. Started in January 2017, it will conclude in January 2018.

We offered an executive education program to trustees of four NYC pension funds in the spring semester. Previously the trustees had travelled to Wharton for similar programs.

We continued to partner with Mr. Sid Kess, renowned tax expert, and CAPS on a series of tax seminars.

Personnel. The office has been reorganized along 3 functional areas:

- **Student Services** will manage recruiting, admissions, and operations of all degree programs. Heading this group is Deputy Director Alison Charlebois.
- **Customized and Certificate Programs** will manage recruiting, admissions, and operations of all non-degree programs. Ms. Tricilia Jacob-Vatel has been appointed as Deputy Director and a search is underway for a new Executive Director, New Business Development and Corporate Outreach.
- **Finance and Budget** will manage all financial matters for the degree and customized certificate programs. It is headed by Deputy Director Dawn Evans.

PhD Program

Our program continues to draw impressive and diverse applications. From a pool of 172 candidates in Accounting, Finance, Information Systems, Management, and Marketing, we recruited another strong cohort for Fall 2017. We welcomed 10 new students; Lennay Chapman (MKT), Yiqin Chen (FIN), Ge Dong (ACCT), Muhammad Jawad (IS), Lei Lei (FIN), Colette Lelchuk (MKT), Ning Luo (IS), Yuxiao Luo (IS), Mingyuan Xu (IS) and Sae Young Yoon (ACCT).

This year, we are participating again in the renowned Accounting Doctoral Scholars program sponsored by the AICPA Foundation and 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 will lead our team in our efforts to increase diversity.

Our students continue to thrive; Yan Meng (Marketing) won a dissertation award at the Association in Consumer Research 2016 conference in Berlin, Germany, for her research on cultural effects on intertemporal choice. Ying Liang (Accounting)'s paper, "The Credibility of Financial Reporting: A Reputation-Based Approach," which she co-authored with Ivan Marinovic (Stanford Graduate School of Business) and Felipe Vara (Fuqua School of Business, Duke University), was accepted for publication at the top-ranked journal, *The Accounting Review*, and will appear in the forthcoming January 2018 issue. Ying also won this year's Mills & Tannenbaum award for her outstanding doctoral research work.

Our new placements include tenure-track assistant professorships for Yan Meng (Marketing, University of Grenoble, France), Liora Shulman (Accounting, Pace University), Yuan Feng (Finance, SWUFE), and Brittany Mercado (Management, Elon University, NC).

The Stan Ross Department of Accountancy

New Faculty

The department recently welcomed Professors Kalin Kolev and Heemin Lee to the faculty. Prof. Kolev received his doctorate from New York University in 2009 and joins Baruch after serving on the faculty at Yale University. His research focuses on the use of fair-value estimates in financial accounting. Prof. Kolev will teach intermediate financial accounting at the graduate and undergraduate level. Prof. Lee received her doctorate from the University of Chicago earlier this year. Her research focuses on financial whistleblowing, and Prof. Lee will teach cost accounting to our undergraduates.

Upcoming Events

The department's weekly research seminar series this semester will again host numerous accomplished and internationally-known accounting researchers, including George Serafeim (Harvard); Lillian Mills (Texas); Dan Simunic (UBC); Hal White (Penn State); Venky Nagar (Michigan); and Ewa Sletten (Boston College).

On October 23, the department is honored to host Dr. Christine Botosan of the Financial Accounting Standards Board as its Emanuel Saxe Distinguished Lecturer. Dr. Botosan, an award-winning accounting scholar and educator, will speak on "The Conceptual Framework and FASB's Future Agenda." The Saxe Lecture is generously sponsored by Grant Thornton LLP.

On November 28, the department will host the 12th Annual Audit Conference: Ensuring Integrity. The conference provides a forum for business, public accounting, academics, and policy setters on issues of ethics and audit independence. The conference is organized in partnership with the National Association of State Boards of Accountancy's Center for the Public Trust.

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 first-ever 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.

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 good 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).

This semester we had three new Marketing Analytics faculty join the Department, two Assistant Professors, Chul Kim (post-doc at the University of Maryland) and Zhuping Liu (PhD from UT-Austin), and a tenured Associate Professor, Ram Bezawada (SUNY-Buffalo).

The **Bert W. Wasserman Department of Economics and Finance** aims to maintain a stimulating academic environment. The Department organizes two weekly research seminars. The Mondays seminar series is oriented at external speakers, and the Tuesdays seminar series is oriented primarily at internal speakers. The Department also co-sponsors, with Fordham University and Rutgers University, annual Triple Crown Conference. Last April, it was hosted at Baruch College and the upcoming conference will take place in April 2018 at Fordham University.

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 Fall, the first group of MBA students from Peking University's HSBC Business School in Shenzhen, China, have joined MS students for a year-long study at Baruch that will allow them to earn an MS in Finance from Baruch College.

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 May, the Department hosted a NYC Real Estate Conference featuring research presentations by speakers from New York colleges and universities, as well as the Federal Reserve Bank of New York. This all-day conference fostered close academic ties between schools, including Rutgers University, NYU, Yeshiva University, and Columbia University.
- In March, the Department, in partnership with the Supportive Housing Network of New York, hosted a panel discussing real estate careers in affordable and supportive housing. Speakers included panelists from the Supportive Housing Network of New York, NYC Department of HPD, Bank of Merrill Lynch, and Services for the Underserved.
- In May, the Department hosted two career-related events, beginning with a resume workshop with HR representatives and industry executives from real estate companies. The Department also held an Advisory Board Mentor for the Day event, in which students shadowed Advisory Board members throughout their workdays.
- Members of the Advisory Board also came to speak to students throughout the semester. Speakers included Margaret Waters, Principal and Director of Real Estate Assets; Joseph Macnow, Executive VP, CFO, and CAO of Vornado Realty Trust; and David B. Henry, retired Vice-Chairman and CEO of Kimco Realty Corporation. Travis Yuengst, Sales Director at CBRE, was also a guest speaker.
- In September, the Department hosted an interactive workshop for real estate students on CMBS 101: An Introduction to Commercial Mortgage Backed Securities. Speakers included panelists from Berkeley Research Group, Trepp, LLC, and Baruch College.

Paul H. Chook Department of Information Systems and Statistics

The department offered two free programming workshops for Zicklin students, using the department's mobile laptop lab:

- Prof. Linda Friedman organized and delivered a day long workshop in C++ programming for beginners. A group of adjunct instructors and graduate students served as mentors during the workshop
- Prof. Kannan Mohan organized a workshop on Python programming for beginners. The workshop was delivered by MS in IS graduate student Matthew Drenzo.

The department welcomed Ms. Adrienne Schmoeker, currently Director of Civic Engagement & Strategy in the NYC Mayor's Office of Data Analytics. Adrienne presented the city's Open Data resources and she heard from a large number of our department faculty on how they have been using NYC Open Data in their classes and research.

The department has worked closely with the Department of Accountancy to make the MS in IS program an attractive alternative for students in the BBA in Accountancy Integrated Program. As a result, we have seen a large increase in applications and admissions to the MS in IS.

Ms. Hong Chen, a BBA student majoring in Statistics and Quantitative Modeling was nominated by the department and was accepted in the Summer Undergraduate Research Fellowship at the National Institute of Standards and Technology. This is the first time a Zicklin student was accepted in this national program which is extremely competitive and very prestigious.

Finally, Professor Linda Friedman, in collaboration with faculty at Brooklyn College, developed an open educational resource (OER) for the introductory statistics course (<http://stats.proffriedman.net/>)

The **Narendra Paul Loomba Department of Management** welcomes several new faculty members this Fall 2017: Anthony Farina (Distinguished Lecturer in Business Consulting); Catherine Kawalek (Substitute Lecturer in Strategic Management); Scott Newbert (Lawrence N. Field Chair in Entrepreneurship); and, Judith Ryba (Lecturer in Strategic Management).

As it has for the past two academic years, the Loomba Department will co-sponsor with the Dean's Office, the Delta and Omega Research Seminar Series in the fields of Strategic Management, Organizational Behavior, Business and Society, Entrepreneurship, and Supply Chain Management. During their visits, the speakers deliver presentations on recent research projects, and interact with faculty and PhD students with similar research interests.

In May 2017, 23 students were inducted into Sigma Iota Epsilon, the honorary and professional Management Society; 17 students were inducted into Sigma Nu Tau, a national academic honor society in Entrepreneurship; and, 6 students were inducted into Alpha Iota Delta, a scholastic honor society recognizing academic achievement among students in the field of Decision Sciences.

The Department of Law

Assistant Professor Jennifer Pacella received the 2017 Outstanding Proceedings Paper Award at the annual ALSB Conference (the preeminent organization and conference for business law professors and the highest honor at the Conference) for her draft article, Silencing Whistleblowers by Contract.) and was one of four invited participant in the prestigious Invited Scholars Colloquium of the AMERICAN BUSINESS LAW JOURNAL, the excellent publication of the ALSB. Assistant Professor Robert Wagner was also invited to be one of the four participants in the Invited Scholars Colloquium of the AMERICAN BUSINESS LAW JOURNAL.

The Weissman Center for International Business

In 2016-2017, the Center sent 350 students abroad, with 306 studying abroad. On February 16th, the Study Abroad Office held the spring 2017 Study Abroad Fair with 380 participants. These numbers make Baruch College, the top performing CUNY program.

The Center has been sending approximately 50 students per year on various work abroad programs. The Maurice R. ("Hank") Greenberg Fellowship has been established to support students interning in China.

Approximately 40 students participated in the undergraduate Global Student Certificate Program, funded by Santander Universities, in the academic year 2016-2017.

The Center has spearheaded fundraising to support the new MS in Marketing with an International Business Concentration with a donation from the Mitsui USA Foundation to support scholarships in the academic year 2016-2017. The Foundation has also pledged funds for the academic year 2017-2018.

The third edition of the CSR-Sustainability Monitor will be released in October 2017 with an updated open access data platform, csrsmonitor.org. The project is receiving widespread attention.

The spring 2017 series of Mitsui USA Lunch-Time Forums featured Jenny Knott, Chief Executive Officer of Post Trade Risk & Information Services, ICAP plc; Lee Augsburger, Senior Vice President and Chief Ethics & Compliance Officer, Prudential Financial, Inc., and Didric Cederholm, Founding Partner and the Chief Investment Officer of Lion Point Capital.

The International Business Faculty Seminar Series lead by Professor Lilac Nachum featured Professor Pankaj Ghemawat, NYU Stern School of Business, among others in the spring 2017. He gave Baruch faculty a preview of his August 2017 Harvard Business Review article on globalization.

The Robert Zicklin Center for Corporate Integrity's (RZCCI) 16th Annual Financial Reporting Conference on May 4, 2017 was chaired by Professor Norman Strauss. The program was headlined by Jeanette Franzel, Board Member of the Public Company Accounting Oversight Board, and included policy setters from the Financial Accounting Standards Board and the Securities and Exchange Commission. Attendees included partners from the Big 4 accounting firms. The conference was featured in the August 2017 issue of [*The CPA Journal*](#).

RZCCI held several corporate social responsibility and corporate governance programs during the Spring 2017 semester. One highlight took place on March 20th, as RZCCI presented [*Business and Religious Accommodations: Legal and Ethical Issues*](#). This event addressed the legal and ethical implications of the conflict between reproductive and gay rights, on the one hand, and religious freedom, on the other, as it plays out in the commercial world. The event was also part of Baruch College's Ethics Week 2017.

Another featured program was [*The LEGO Approach to Innovation*](#) held on April 25th. RZCCI welcomed [*David Robertson*](#), Professor of Practice at the Wharton School. This exclusive event took attendees inside the innovation process of LEGO, Apple, CarMax, Disney, Victoria's Secret, GoPro, Novo Nordisk, and Gatorade and showed what is known as the "Third Way" to innovate.

The Center has a full slate of programs scheduled for the 2017 Fall semester. On Thursday, October 5th we will host Robert Birnbaum for an event entitled [*Inside the "Green Rush"*](#), based on the emerging legal marijuana business. On Tuesday, November 28th Professor Douglas Carmichael will chair the [*12th Annual Audit Conference*](#) in partnership with the National Association of State Boards of Accountancy's Center for Public Trust. Please visit our [website](#) for our full schedule, registration information and video recordings of past programs.

The Steven L. Newman Real Estate Institute

- In June, the Institute, in partnership with Real Estate Lenders Association (RELA), held a conference on The Evolution of Commercial Real Estate: What Changes Await? The conference focused on the evolving lending environment, explored ongoing developments,

and analyzed the opportunities in real estate they represent. Speakers included real estate professionals with extensive experience in the real estate lending industry.

- The Institute also launched a new graduate-level online Certificate in Real Estate Finance program. This program, geared towards both recent graduates and seasoned real estate professionals, trains students in the theory and practice of real estate finance, a field that is in high demand. Featuring flexible online classes taught at the graduate level, the Certificate in Real Estate Finance teaches students to apply their coursework to diverse situations in the real world.
- In October, the Institute, in partnership with the International Council of Shopping Centers (ICSC), will host a panel of leading commercial real estate executives. The panel will discuss the future of commercial real estate and the challenges it faces.
- The Institute will also sponsor a trip for students to the Urban Land Institute Fall 2017 conference in October in Los Angeles, CA.

Lawrence N. Field Center for Entrepreneurship - Highlights of 2016

Spring 2017 highlights

- MakerHub hosted its 2nd annual Faculty Assignment Design Challenge, awarding three \$1000 prizes to Baruch faculty. MakerHub also awarded prizes to top student teams at the 2017 Creative Inquiry Day, supported four classes in the Zicklin and Weissman Schools, conducted three pop-up makerspaces, and hosted several 3D printing and Arduino workshops, serving more than 200 students in total.
- The Small Business Development Center (SBDC) worked with 552 businesses, yielding more than \$9 million in investment and creating or saving 137 jobs. SBDC also hosted 21 workshops for 512 attendees.

Fall 2017 highlights

- Dr. Romi Kher will present Baruch's MakerHub initiative at the Global Consortium of Entrepreneurship Centers Conference this October in Halifax, Nova Scotia.
- The Field Center will host the 5th annual Global Family Business Event, "Raising the Next Generation of Entrepreneurs," on October 24. Featured guest speakers include Johannes Suriadjaja, a second-generation member of PT Surya Semesta Internusa, a multi-billion dollar Indonesian property, construction, and hospitality group, and his daughter, Christina Suriadjaja, who founded online home rental provider, Travelio.com, at age 23.
- The Field Center welcomes Dr. Scott Newbert, the Lawrence N. Field Chair in Entrepreneurship, as the new Academic Director of the Field Center. A new Administrative Director will be announced this October. The Field Center thanks Dr. Ramona Zachary, outgoing Academic Director, and Lendynette Pacheco-Jorge, outgoing Administrative Director, for their many years of dedicated leadership of the Field Center's entrepreneurship education and outreach programs.