

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 that are outlined by department and program below.

The Zicklin School of Business is launching a new digital marketing campaign with refreshed branding, design and messaging. A new Zicklin Executive Education microsite, fact sheet and email template has been developed to promote the new programs. We welcomed a new Marketing Coordinator, Lawrence Kelty, who has taken on the responsibility of increasing Zicklin's Social Media presence on LinkedIn, Facebook, Twitter and Instagram. Zicklin hashtag campaigns were launched including the #ZicklinSuccess hashtag campaign to promote student, faculty and alumni success and the #ZicklinGlobal hashtag to promote dual-degree programs and all Zicklin campus events of a global nature.

An earned media campaign has been successful with articles in the Financial Times, an MBA student interview on CNBC, an interview with Dean Huss on QS online, and Angela Cruz, and an Evening MBA student participating in a LinkedIn Conference Panel. MBA Candidate Raymond Wiley discussed start-ups on CNBC's Fortt Knox that garnered 473 impressions on Zicklin's Twitter and 1000 impressions and over 1000 views on Zicklin's Facebook.

Zicklin Undergraduate Program (ZUGP)

As of Fall 2018, there are 6172 students enrolled in the Zicklin School's BBA program. Of these, 2,961 were admitted since January 1, 2018. There are currently 4804 students with an intended BBA major. In Fall 2018, there are 181 undergraduate business courses with a total of 557 sections, and enrollment of 27,901 seats.

Dr. Kannan Mohan started as the Executive Director of Undergraduate Programs and Mr. Ken Eng joined the Office of Undergraduate Programs as our Assistant Director.

Dr. Mohan is working with a group of faculty members and administrators on a major redesign of our BBA curriculum. We are at an early stage of brainstorming, identifying all pertinent questions we need to ask regarding our BBA program, and consider possible structural changes. Topics of focus include, but are not limited to, infusion of technology and data analytics for all business majors, rethinking our pre-business core, rethinking our business base, identifying opportunities for interdisciplinary majors and minors, and incorporating experiential learning opportunities into the program. We are working with the Undergraduate Curriculum Committee on re-evaluating course equivalencies with other CUNY colleges, as well as on identifying different ways in which communication intensive work can be incorporated in the BBA programs.

The **Zicklin Undergraduate Honors Program (ZUHP)** is the only honors program at Baruch that is dedicated to business education. ZUHP admits a cohort of approximately 20 juniors in the Zicklin School every fall and spring semester. These students are among the brightest and most highly motivated at Baruch. With its newly admitted thirteenth cohort, ZUHP currently has 95 students.

ZUHP has a growing group of very loyal alums who have kept in touch with the program and each other. Many are working in prestigious organizations including the New York Federal Reserve, Goldman Sachs, Morgan Stanley, Sandler O'Neill Investment Bank, Shenkman Capital, JP Morgan, BlackRock, Credit Suisse, Bank of America, and the Big 4 accounting firms. Students in the class of 2019 are already receiving excellent offers from firms such as Accenture, Deloitte Consulting, EY Advisory, Greenhill & Co., and Deutsche Bank Sales and Trading. Noteworthy are the offers in management and strategy consulting, a field that has proven elusive for Baruch undergraduates.

ZUHP attempts to enhance its students' college experience by offering unique honors seminars and a variety of co-curricular activities. Its upcoming courses include Current Issues in Business Ethics, taught by Larry Zicklin, and Current Issues in International Affairs, taught by Noel Lateef, President of Foreign Policy Association. Upcoming extra-curricular activities include a luncheon with Avner Mendelson, CEO of Leumi USA, and a luncheon with Mike Castellano, recently retired CFO of Lazard. The Advisory Board is currently being reconstituted and will be chaired by Steven Fisher, recently retired CEO of New York Life.

Office of Graduate Admissions

Recruitment, admissions & enrollment

- A new series of Fall application deadlines, employing a 'rounds' model, was established and resulted in earlier applications, earlier admission decisions, and earlier academic advisement. Overall, applications for Fall 2018 increased to 1,679 (1,611 in Fall 2017).
- Overall, new student enrollment increased slightly to 583, compared to 575 in Fall 2017. Most M.S. programs experienced increases in enrollment, while the MBA programs' numbers declined.
- A streamlined admission process for Baruch seniors ('Paths to MS') was introduced with GMAT waivers for eligible students. This resulted in a 15% increase in enrollment of undergraduates progressing directly into Masters' programs.
- Overall enrollment (new and continuing students) decreased slightly to 1,693 from 1,699 in Fall 2017.

Zicklin Graduate Programs

Recent personnel changes:

- Professor Helaine J. Korn is now Executive Director of Graduate Programs.

Enrollment:

- The One-Year MBA Program enrolled its second cohort in June, 2018. This program will be changed to the Accelerated MBA.
- The following table provides enrollment details for Fall 2018 graduate programs as of October 10, 2018 :

MS	NEW	CONT	TOTAL
ACC	134	306	440
ENT	4	5	9
FIN	57	53	110
FRM	10	17	27
IS	71	92	163
MKT	23	33	56
QMM	28	53	81
RES	14	18	32
STA	45	58	103
TAX	65	58	123
	451	693	1144
MBA	NEW	CONT	TOTAL
EVE	94	381	475
OY	8	0	8
FT	30	36	66
	132	417	549
TOTAL			1693

MS FIN new includes 15 global students

New Initiatives:

- The proposal for an MS in Business Analytics has finally been completed after many rounds of reviews and revisions. The program is scheduled to launch in Fall 2019.

- The proposal for an online MBA program has been drafted and is under review with Zicklin faculty. It is expected to be approved by the faculty at the end of this year, and final approval by CUNY and the State of New York is expected in 2019.

Graduate Career Management Center (GCMC)

- On April 2, 2018 the GCMC was featured in the NACE (National Association of Colleges and Employers) Journal *"Graduate-Level Coaching Program Uses Tech to Extend Reach"*
- The GCMC won the CUNY Career Services (CSAC) Award in April 2018 for *Use of web-based tools that enabled Career Services* for the second year in a row!
- The GCMC won The Alva C. Cooper Award for Best Practices in May 2018 Career Development from Metropolitan New York College Career Planning Officer's Association, Inc.
- 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)¹
- 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.
- Over 520 internships and fulltime job opportunities were posted in the 2018 summer semester and half of the fall semester into Zicklin CareerLink by companies, alumni and employer partners, resulting in more than 1,430 Zicklin graduate students and alumni logging into the system.
- Over 60 companies from various organizations – including those in the accounting, marketing, public sector, financial services and professional services industries – came or will come to Baruch in the fall 2018 semester for information sessions and other events to engage with Zicklin graduate students. Fall 2018 on-campus recruiting is set to bring over 30 employers to campus
- From January through September 2018, the GCMC had 2,929 counseling sessions with 1,527 unique Zicklin graduate students and alumni.

Zicklin Executive Programs

In September, we welcomed 134 new and returning students to our degree programs. A theme common among the programs is change and innovation.

The **Executive MBA** program has a new academic director, Prof. Raquel Benbunan-Fich, and we are undertaking a wide-ranging external review of the program this fall. Under discussion will be challenges posed by the rapid growth of online education, the strong economy, and heightened interest in specialized MS programs. The EMBA program is designed to meet the particular needs of mid-career executives, and the focus of the review will be on identifying modifications and adaptations that are most appropriate for this program's unique audience.

We admitted the first class in the **Executive MS in Human Resource Management** program, whose academic director is Prof. Stephan Dilchert. This program is the successor to our long-established MSILR program, led by Professors Richard Kopelman and Peter Pepper.

The **Executive MBA in Healthcare Administration** is successfully meeting several challenges of CAHME accreditation. AD Emre Veral has been instrumental in working with CAHME to revise its requirements, and has been active in a new association for business programs in healthcare, the Business School Alliance for Health Management (BAHM).

Our **Executive MS in Finance** program is introducing new courses in financial technology and financial engineering, and is making significant changes to its communications course. There will be increased emphasis on oral communications in the context of business cases, and some of its existing Excel content will be shifted online.

¹ Please note we don't have the final numbers for May 2018 yet.

Now in just its second year, the **Executive Business Doctorate** program was very successful in recruiting its second cohort. AD Joseph Weintrop is working with doctoral faculty to develop the six courses for the continuing students, who will be working to identify and develop their dissertation areas this year.

We have begun active recruitment for Fall 2019 classes, and are planning to offer one new program, the **Executive MS in Information Systems with a Concentration in Data Analytics**. Prof. Al Croker will serve as the program's AD.

Mr. Clayton Shedd joined us as our new Executive Director for Executive Education after several years in executive education at Columbia University. He will build on our past record of customized programs to organizations such as MCU, NYC Pension Trustees, and Time Equities, to develop a set of Zicklin School executive educational programs that leverage our faculty's strengths in areas of greatest value to businesses.

We have continued to partner with Mr. Sid Kess, renowned tax expert, and CAPS on Zicklin's long-standing series of seminars on taxation. This year's sessions are being held on Oct. 19, Nov. 5, and Dec. 10.

PhD Program

From hundreds of applicants we were able to recruit an amazing cohort of 12 outstanding students from varying disciplines including financial engineering, corporate accounting, taxation and one with entrepreneurial experience.

Baruch College partnered with the PhD Project and launched the inaugural 2018 Baruch College Research symposium held April 27-28, 2018. 15 research papers were selected from doctoral scholars from top research universities including Harvard Business School and Northwestern University.

Our doctoral graduate placements in 2018 included; IE University International University in Spain (Madrid), NYU-Shanghai, University of Grenoble in France and Western Washington University.

After serving as the Acting EO for the past two years we are happy to announce that Dr. Karl Lang has agreed to serve as the Executive Officer of the PhD program in Business from July 1, 2018 through June 30, 2021.

The Stan Ross Department of Accountancy

New Faculty

The department welcomed three new Assistant Professors: Erik Johannesson (Columbia University), Heedong Kim (University of Maryland), and Brandon Lock (Northwestern University). Prof. Johannesson's research examines the use of accounting information in equity valuation, and he teaches intermediate financial accounting to undergraduates. Prof. Kim's dissertation examined the role of state taxes in corporate investment decisions and he teaches cost accounting to undergraduates. Prof. Lock's research employs textual analysis to examine questions related to voluntary disclosure of accounting information and he will teach a new course on data analytics to graduate students.

The department's weekly research seminar series this semester will again host numerous accomplished and internationally-known accounting researchers, including Philip Stocken (Dartmouth); Helen Zhang (Minnesota); Yong Yu (Texas at Austin); Matthew Bloomfield (Wharton); and Ivan Marinovic (Stanford).

On October 22, the department is honored to host Dr. Vernon Richardson, G. William Glezen Endowed Chair in Accounting at the University of Arkansas, as its Emanuel Saxe Distinguished Lecturer. Dr. Richardson will speak on "Act or Be Acted Upon: Revolutionizing Accounting Using Experiential Data Analytics."

On December 4, the department will host the 13th Annual Audit Conference: Ensuring Integrity. The conference provides a forum for interaction between business, public accounting, academics, and policy setters, examining best practices of ethics and independence within the auditing profession. The conference is organized in partnership with NASBA'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. Our students are engaging with industry through experiential learning activities like the national AAF and ECHO competitions. Several of our courses integrate such experiential learning opportunities—e.g., Google challenge, Google AdWords certifications, working with real-world clients, etc. Our engagement with

industry is significant. For instance, last semester, together with Interbrand and Ready-set-rocket, we organized a large conference under the theme "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. Last year, a number of our faculty published books (e.g., Digital Analytics for Marketing) and articles in leading journals (e.g., the Journal of Marketing Research).

This semester we welcomed two new Assistant Professors to the Department, Tanuka Ghoshal and Diogo Hildebrand. Both have excellent research records already and investigate issues relevant to Consumer Behavior.

The **Bert W. Wasserman Department of Economics and Finance** aims to maintain a stimulating academic environment for its students and faculty. The faculty of the Department have a number of papers recently published or forthcoming in top Economics and Finance journals. 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 on March 29 2019 at Rutgers University. Professor Robert A. Schwartz is organizing the 16th Annual Equity Markets Seminar that will take place on March 1, 2019.

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 a new cohort of students from Peking University's HSBC Business School, Renmin University, and University of Science and Technology in Beijing has started the program. We expect the cohort to expand next year and to include students from the University of Padova and University of Bolzano, Italy.

The William Newman Department of Real Estate

- **Career Events:** The Department of Real Estate hosted various career events for undergraduate and graduate students who are interested in working in the real estate or finance industry. On February 22, 2018, the Speed Networking event, in partnership with the Real Estate Lenders Association (RELA), provided opportunities for Real Estate students to meet one-on-one with industry professionals. Additionally, the Department of Real Estate, in association with Commercial Real Estate Women Network (CREW), hosted the Mock Interview event on March 1, 2018. At the Resume Review Workshop, on March 15, 2018, Real Estate students met hiring managers and H.R. professionals from top real estate companies, such as CBRE, Brookfield, Cushman & Wakefield and Kimco Realty Corporation, and learned how to promote their skills for the jobs they want. Finally, Real Estate students visited two major development areas in New York City (WTC and Brookfield's Manhattan West project) during the spring 2018 semester.
- In a continuation of the Advisory Board Speaker Series, seven Advisory Board members spoke to students in the spring 2018 semester. The speakers included Michael Stern (CEO at JDS Development Group), Glenn Rufrano (CEO at VEREIT), Bob Von Ancken (Chairman at Landauer Valuation and Advisory), Meg Waters (Principal and Director of Real Assets at Bessemer Trust), Kenneth Bernstein (President and CEO at Acadia Realty Trust), Dave Henry (former Vice-Chairman and CEO at Kimco Realty Corporation), and Joe Macnow (Executive V.P. of Finance and Administration at Vornado Realty Trust). The Institute also hosted the Advisory Board Mentor for the Day event on May 4, 2018.
- **Research Activities:** The Department organizes weekly research seminar series. During the spring 2018 semester, the Department invited guest speakers from the Wharton School (University of Pennsylvania), Duke University, National University of Singapore, UC Berkeley, Stanford University, Harvard University, and New York University.
- **New Faculty:** the department welcomed three new faculty members, joining from the fall 2018 semester: Prof. Sophia Gilbukh, Pavel Krivenko, and Waldo Ojeda.

The Paul H. Chook Department of Information Systems and Statistics

- This fall, the department welcomed three new faculty members: Prof. Zeda Li and Prof. Victor Peña have joined as Assistant Professors in Statistics, and Prof. Gideon Pell has joined as Distinguished Lecturer in Information Systems.

- The department has seen tremendous growth in its MS programs. Most notably, the MS in Information Systems had a 69% increase in the number of enrolled students from last year. This is partly driven by the market demand for skills in data analytics and cybersecurity, both of which we offer in the program.
- In coordination with the Subotnick Financial Services Center, the department awarded \$1,000 scholarships to ten undergraduate students majoring in CIS in the cybersecurity and information assurance track.
- On Monday, March 19th, 2018, the department held an expert panel discussion event titled “The New Cybersecurity Professional: Technology and Beyond” that was attended by upwards of 100 alumni, students, and faculty. The event featured panelists from Credit Suisse, L-3, FBI, and ISACA.
- On Friday, October 12th, 2018, the department hosted the 2nd Annual Symposium on Data Analytics. This year, the symposium was open to faculty and doctoral students from all CUNY colleges. It featured a keynote speech from Dr. Seth Dobrin, Vice President and Chief Data Officer of IBM Analytics. There were also 14 research presentations from CUNY faculty and an industry panel discussion.
- The department has continued to offer free workshops for students on topics such as Python programming, Tableau, database design, and more.

The **Narendra Paul Loomba Department of Management** welcomed a new faculty member, Prof Lauren Aydinliyim, who recently completed her Ph.D. from Rutgers University.

The Department has organized and sponsored two seminar series: The Omega and Delta Research programs have hosted more than twenty distinguished faculty from universities nationwide. These school-wide seminars attract faculty from all departments of the Zicklin School of Business, and foster new research ideas for faculty and Ph.D. students alike.

The Department of Law is pleased to welcome Assistant Professor Yafit Lev-Aretz, an expert in legal and policy challenges in the big data, privacy and blockchain areas. Prof. Lev-Aretz comes to us from a post-doctoral program at the NYU Information Law Institute, the University of Pennsylvania’s SJD program and the Columbia Law School’s LLM program. We also welcome Distinguished Lecturer, Ken Abbott, formerly a Managing Director at Morgan Stanley and Bank of America and most recently, the America’s Chief Risk Officer at Barclays. Ken is an expert in risk management, banking regulation and governance.

Our faculty presented their research at the Annual Academy of Legal Studies in Business, where they were nominated for and won multiple awards for their scholarship at this premier business law event. Additionally, several of our professors will present their work on big data at Baruch’s 2nd Annual Symposium on Data Analytics, as well as at other invited events including a two-day conference on big data and healthcare sponsored by the NYU School of Medicine and The New York Academy of Sciences, and at a conference on data and privacy issues at Princeton University. We have been busy publishing our work as well, with upcoming publications in leading legal law reviews including the Harvard Environmental Law Review and the American Business Law Journal.

The Weissman Center for International Business

In academic year 2017-2018, the Center sent 320 students on study abroad. The Study Abroad Office led a group of 15 Zicklin Graduate students on a winter intersession program to IAE Lyon, France. The SAO also supported the Weissman School study abroad program in arts administration to Ghent University with Professor Karen Shelby. The SAO Office hosted 152 incoming students from Baruch partner institutions. Over 400 students attended the Fall 2018 Study Abroad Fair on September 13th.

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. The Fall 2018 Work Abroad Fair is scheduled for October 23th. Approximately 25 students are participating in the undergraduate Global Student Certificate Program, funded by Santander Universities.

The fourth edition of the CSR-Sustainability Monitor was just released with an updated open access data platform, csrsmonitor.org. Researchers are presenting project findings to Zicklin graduate classes.

The fall 2018 series of Mitsui USA Lunch-Time Forums speakers include Rob Lowenthal, Senior Managing Director, Oppenheimer & Co. Inc. He will speak to Baruch students about the future of investment banking and wealth management as a career choice.

In the fall 2018, the WCIB International Business Faculty Seminar Series, organized by Professor Lilac Nachum, will feature a number of speakers, including Professor John Luiz, Sussex and Cape Town Universities. He will present a paper on investment in Africa.

The Robert Zicklin Center for Corporate Integrity's (RZCCI)

The [17th Annual Financial Reporting Conference](#) on May 3, 2018 was chaired by Professor Norman Strauss. The program was headlined by Alan Beller, Partner, Cleary Gottlieb; Director, Sustainability Accounting Standards 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 2018 issue of [The CPA Journal](#).

RZCCI held several corporate social responsibility and corporate governance programs during the Spring 2018 semester. One highlight took place on March 22nd, as RZCCI presented [Taming the Rogues of Wall Street](#). RZCCI welcomed veteran risk, compliance, and governance specialist Andrew Waxman. Mr. Waxman was joined by Professor Larry Zicklin ('57) for a discussion of Waxman's award winning book Rogues of Wall Street: How to Manage Risk in the Cognitive Era. Waxman explained how new and emerging technologies can be leveraged to reduce risk failure losses.

Another featured program was the [HSBC Student Series on Ethics and Accountability](#) on April 17th. RZCCI welcomed Dan Bross, Microsoft's Senior Director of Corporate Citizenship and Executive Director of the Microsoft Technology and Human Rights Center. Mr. Bross drew upon his career as a leader in Microsoft and discussed his experience promoting good corporate citizenship and social responsibility.

The Center has a full slate of programs scheduled for the 2018 Fall semester. On Tuesday, December 4th Professor Douglas Carmichael will chair the [13th 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

- On May 9th, 2018, the Steven L. Newman Real Estate Institute, in association with Real Estate Lenders Association (RELA), hosted the 2nd annual joint conference at Baruch College. The conference featured two distinguished panels: the first panel discussed the current and future trends in real estate lending environments, focusing on the potential impact of millennials. The Second panel covered topics associated with real estate financing, including global real estate investments.
- The Institute publishes newsletters on a semi-annual basis, and disseminated the sixth issue on June 27th, 2018. In the newsletter, Shaunak Tanna, who is the Head of Structured Investments at Basis Investment Group, and attended the Full Time MBA program at Baruch's Zicklin School of Business in 2005, shared his academic and professional experience in the real estate industry. The newsletter also introduced a conference and student events that were hosted by the Institute during the spring 2018 semester.

Lawrence N. Field Center for Entrepreneurship

- Renovation: The Center is undergoing a major renovation, with plans for an unveiling in an Open House in Spring 2019.
- Research: Field Center faculty published two articles in Spring 2018, including one in the Journal of Management Studies, a Financial Times Top 50 journal.
- Curriculum: A cross-campus liberal arts minor in Social Innovation was developed. This minor is currently in the approval process with plans to launch in Fall 2019. An overhaul of the undergraduate entrepreneurship major was initiated. The revisions will be submitted for approval in Spring 2019 with plans to launch in Fall 2020.
- Co-curricular: The Field Center hosted several co-curricular events, including a talk by heiress and businesswoman Mitzi Perdue, a lecture on the intersection of entrepreneurship, markets, and technology (in partnership with the Center for Corporate Integrity), and a panel discussion on blockchain.
- MakerHub: MakerHub delivered 1,400+ hours of training in 3D printing, electronics, and virtual reality to 430 students across the Marxe, Weissman, and Zicklin Schools.

- **Small Business Development Center:** SBDC provided 5,299 hours of assistance to 899 entrepreneurs, helping them secure \$16MM+ in financing and create/save 207 jobs. In partnership with MakerHub, SBDC received a state grant to provide prototyping services to entrepreneurs.
- **CUNY Startups:** The accelerator served 205 students from 18 CUNY campuses and the Hackathon served 900+ students from all 24 CUNY campuses. A new Executive Director was hired and will join the Field Center in Fall 2018.

Zicklin Global Programs

Personnel:

Ms. Yu “Estella” Fu joined Zicklin as an international program specialist. She works with the Offices of Undergraduate and Graduate Programs to serve our growing international students population.

New Programs and Partnerships

Zicklin’s Global Programs continue to expand in reach and grow in enrollment. In Summer 2018, 68 SWUFE-Baruch 3+1 BBA students matriculated in Baruch College to complete their last year of study for their double degrees. In June 2018, 12 COMAS-Baruch MBA-MSE dual degree students graduated with their MBA and MSE degrees, and in August 2018, 10 PHBS-Baruch MBA-MSF dual degree students completed the Baruch portion of their program. In Summer 2018, we welcomed 16 students of the 2018 cohort of the COMAS-Baruch MBA-MSE, and 15 students from PHBS, RBS, and USTB to join our MBA-MSF dual degree program.

In June 2018, a Baruch delegation led by President Wallerstein and Dean Huss visited COMAS in Tel Aviv and participated in the COMAS university graduate ceremony where 12 of the MBA-MSE dual degree students received their Baruch diplomas. In September 2018, a Baruch delegation led by President Wallerstein and Dean Huss visited SWUFE in Chengdu, China to participate in the Convocation of the 2018 Cohort of the Baruch-SWUFE 3+1 BBA program.

In 2018, the Zicklin School of Business signed seven new dual degree programs with six high quality universities in China and Italy, as described in the table below

No.	Global Partner	Country	City	Dual Degree Programs
1	Renmin University Business School (RBS)	China	Beijing	MBA-MS in Finance
2	University of Science and Technology Beijing (USTB)	China	Beijing	MBA-MS in Finance
3	Shanghai International Studies University (SISU)	China	Shanghai	MBA-MS in Finance MBA-MS in Marketing
4	Xi’an Jiaotong University Business School (XJUB)	China	Xi’an	MBA-MS in Finance
5	Free University of Bozen-Bolzano	Italy	Bozen-Bolzano	MS-MS in Finance
6	University of Padua	Italy	Padua	MS-MS in Finance

NYCIGF@Baruch continued its mission to promote the mutual understanding of US and China in the global financial systems and to teach Chinese language to CUNY students and faculty in non-credit bearing courses. In Spring 2018, 3 introductory level Chinese language courses were offered, enrolling a total of about 50 students, all from Baruch College, and tutoring sessions were conducted for interested faculty members in preparation for their travel to China. In Fall 2018, five Chinese language courses are scheduled, with estimated enrollment of about 70 students and a small number of faculty members.

NYCIGF@Baruch hosted a number of global finance themed seminars and events. On April 19, Charles Hwang, a Managing Partner and Portfolio Manager of Lightning Capital, gave a seminar titled “Bitcoin, Blockchain, and Beyond.” On August 9, Dr. Amy Chen, the Executive Vice-President and Chief Scientist of Ping An Group’s Smart City Research Institute, gave a seminar titled “China’s Smart City Initiative,” and a seminar titled “The Changing Landscape of the US Asset Management Industry and Market Opportunities in China: A conversation with Jie Hayes (MBA ’99)” is scheduled for October 25.

The inaugural meeting of the Board of Directors of the New York Confucius Institute for Global Finance at Baruch College was held on June 20, 2018 on the campus of Shanghai International Studies University. Zhang Feng, Vice President of Shanghai International Studies University and Baruch College President Mitchel Wallerstein co-chaired the meeting. Baruch Board Member participants included Fenwick Huss, Dean of the Zicklin School of Business, Qing Hu, Senior Associate Dean for Academic Affairs and Innovation, Zicklin School of Business and Professor Myung-Soo Lee. Baruch CI Director Matt LePere presented the 2017-2018 Annual Report and 2018-2019 Action Plan and Budget, focusing on three aspects: language classes, financial programs and cultural activities. The report, plan and budget were unanimously approved by the Board.

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.