

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. 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 new MS in Business Analytics was launched with an integrated digital, media, web, and email campaign.

The Zicklin School of Business has developed a refresh of the Zicklin brand that includes comprehensive Brand Guidelines. New email templates and ads for graduate and executive recruitment are just a few of the components in this new brand refresh.

We welcomed a new Associate Marketing Director, Sara Welch, who has taken on the responsibility of writing new content for Zicklin across our media platforms. Sara is also a key player in developing a new Zicklin publication that will be distributed to AACSB accredited business schools to celebrate the School's centennial.

An earned media campaign has been successful with two faculty members, Nizan Packin and Gideon Pell, selected as contributors to Forbes Market Watch.

Zicklin Undergraduate Program (ZUGP)

As of Spring 2019, there are 6713 students enrolled in the Zicklin School's BBA program. Of these, 1424 were admitted since September 1, 2018. There are currently 5128 students with an intended BBA major. In Spring 2019, there are 181 undergraduate business courses offered with a total of 720 sections, and enrollment of 29,484 seats.

Majors and Tracks	Number of students
Accounting	1828
CIS - Data Analytics	129
CIS - General	302
CIS - Information Risk Management and Cybersecurity	133
Economics (BBA)	167
Finance	2226
International Business	145
Management - Human Resource	203
Management - Operations Management	243
Marketing - General	432
Marketing - Digital Marketing	157
Marketing - Advertising and Communications	151
Marketing - Marketing Analytics	45
Marketing - International Marketing	78
Real Estate	123
Statistics and Quantitative Modeling	150
Entrepreneurship	137
Industrial Organizational Psychology	43
Undeclared-BBA	17

The working group on the BBA curriculum redesign is focusing this semester on a few specific recommendations: (1) Increasing the focus on technology and data in BUS 1011. A sub-group of colleagues from the working group is working with Profs. Hirokazu Takada and Nermin Eyuboglu on potential changes to BUS 1011. (2) A sub-group of colleagues are working with Prof. Isak Taksa and the IS-STA department in revising CIS 2200 to introduce programming (either with Python or Excel VBA). (3) We are analyzing data of student performance from the last few years to identify the pre-business courses that are stronger predictors of performance in the business base. This semester the working group will develop specific recommendations on any changes to the pre-business core. Please see updates on this project at [the website for this working group on BBA redesign](#).

In an effort to prevent students from becoming ineligible to continue in the accounting and finance majors, our staff is contacting those deemed at risk to remind them of eligibility requirements and to discuss strategies for academic success. Last Fall Ken Eng met with over 100 students and will continue this outreach in this semester.

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 to maintain a total of approximately 95 students. These students are among the brightest and most highly motivated at Baruch. The program is conducting admissions and is on target to admit its 14th cohort this spring.

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 have received 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 the Foreign Policy Association. The Advisory Board, chaired by Steven Fisher, recently retired CEO of New York Life, has been reconstituted and will begin meeting this semester.

Zicklin Graduate Admissions

Recent Personnel Changes

- Ms. Rebecca Watts was appointed Director of Graduate Admissions. Ms. Watts served previously as Assistant Director for Evening MBA Admissions. Prior to joining Zicklin, she was Director of MBA Admissions for the Price School of Business at the University of Oklahoma.

Student recruitment

- During the Fall semester our team hosted nine on-campus open houses and information sessions and attended 17 MBA Fairs and Graduate School Fairs. We hosted 11 webinars which attracted 235 prospective students from 12 countries. Webinar panels included student representatives, faculty, and staff from the GCMC and Graduate Programs.

Spring 2019 admissions

- 533 applications were received for Spring 2019, representing a 10% increase from Spring 2018.
- New student enrollment increased to 307. This represents a 20% increase from Spring 2018 and is the highest Spring intake for the past five years.
- We implemented new email communications and webinars for new students to assist with their onboarding process.

Programs	Spring 2019			Spring 2018		
	Applied	Admitted	Enrolled	Applied	Admitted	Enrolled
Evening MBA	122	85	70	111	74	58
MS Accountancy	105	77	67	94	93	73
COMAS/MSE	11	11	11	16	16	15
MS Finance	66	34	25	51	23	21
MS Financial Risk Mgmt.	15	8	7	11	5	4
MS Information Systems	70	59	48	69	51	36
MS Marketing	47	21	16	38	15	8
MS Quant. M&M	19	16	13	28	19	14
MS Statistics	31	26	17	20	12	6
MS Taxation	47	35	33	47	28	21
Total	533	372	307	485	336	256

Zicklin Graduate Programs

Enrollment:

- The following table provides enrollment details for graduate programs as of February 25, 2019 :

MS	NEW	CONT	TOTAL
ACC	66	304	370
ENT*	0	7	7
COMAS	11	1	12
FIN	26	99	125
FRM	7	19	26
IS	48	142	190
MKT	16	36	52
QMM	13	68	81
RES*	0	27	27
STA	17	82	99
TAX	33	105	138
MS TOTAL	237	890	1127
MBA	NEW	CONT	TOTAL
EVE	70	403	473
FT/OY	0	75	75
MBA TOTAL	70	478	548
GRAND TOTAL	307	1368	1675

**MS ENT and RES do not accept new students in Spring.*

New Initiatives:

- The new MS in Business Analytics degree program has been launched and is accepting enrollment for fall 2019.
- The proposal for an online MBA program was approved by Zicklin faculty and is under review for final approval by CUNY and the State of New York.

Graduate Career Management Center (GCMC)

- From January 1, 2018 through December 31, 2018, the GCMC had 3,469 counseling sessions with 1,040 unique Zicklin graduate students and alumni.
- The placement rate for May 2018 Full-Time MBA graduates, three months after graduation, was 87% (it was 90% in 2017 and 95% in 2016). The placement rate at graduation was 63% (in 2017 it was 66% and it was 78% in 2016). Employers include American Express, Goldman Sachs, CohnReznick and JPMorgan Chase.
- For the 2017-2018 academic year, all MBA and MS graduates were 83% employed at graduation, with 90% of US work-authorized MBA and MS graduates employed at graduation.
- Over 980 internships and fulltime job opportunities were posted since into Zicklin CareerLink since the fall by companies, alumni and employer partners, resulting in more than 1,230 Zicklin graduate students and alumni logging into the system.
- Individuals from over 45 companies and organizations will come to Baruch or host Baruch students at their locations in the spring 2019 semester for information sessions and other events.

Zicklin Executive Programs

The second Executive Programs speed mentoring night was held on Feb. 6, 2019. Thirty-five alumni from across all of our degree programs met with current students. The alumni enjoyed meeting the current students, all of whom were very appreciative of the opportunities they had to network with earlier graduates.

We are delighted to announce that Prof. Alex Mills will serve as the Academic Director of the **Executive MBA in Healthcare** program. While he is a new member of the Management Department, his area of research is healthcare, so he is well prepared to manage the program.

We thank the outgoing Academic Director, Prof. Emre Veral, for his outstanding management of the program over the past six years. One of his last contributions was guidance of a team of three students who competed in the Business School Alliance for Health Management (BAHM) case competition in Boston on Feb. 9. The team won third place and a prize of \$2,500. They finished behind Baylor and UNC, but ahead of teams from Harvard Business School, Wharton, Yale, Georgia State, and Rotman!

This year's **Executive MBA** students will travel to South Africa for their international study tour, the program's capstone experience. They will learn how SA's unique history has shaped its business environment and will be tasked to comprehend the challenges that SA businesses face.

The **Executive MS in Finance** students have just completed their first-ever EMSF course in financial technology. This program innovation offers student the opportunity to understand how cryptocurrencies actually work, and how useful blockchain technology may – *or may not* – be in the future.

Our **Executive Education** group successfully completed the last session of its 2018 tax series seminars in December, and we thank accounting master Sid Kess for his guidance throughout the program.

PhD Program

The PhD Program in Business is recruiting its Fall 2019 cohort. We have received nearly 200 applications across our five specializations (accounting, finance, information systems, management, and marketing) and are currently interviewing our top candidates.

We are preparing for the second annual Baruch College – Phd Project Research Symposium to be held May 16-17, 2019, at the CUNY Graduate Center. The Symposium is a collaborative academic initiative between the Phd Project and the Zicklin School with the goal of increasing the diversity of business school faculty. We will select and invite 15 minority PhD student presenters from doctoral programs around the country to discuss their research.

Our most recent doctoral graduate placements included faculty positions at the University of New Mexico (Albuquerque), Concordia University (Montreal, Canada), the Southwestern University of Finance and Economics (Chengdu, China), as well as Senior Research Fellow positions at the Foundation for Defense of Democracies (Washington, DC) and a VP of Business Development in the private sector (Dramafever Corp; a Time Warner subsidiary).

The Stan Ross Department of Accountancy

Upcoming Events

The 18th Annual Financial Reporting Conference will be held on Thursday, May 2, 2019. 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. Past featured speakers include SEC Chief Accountant Wesley Bricker, FASB Vice Chairman James Kroeker, and PCAOB Chair James Doty.

The department's weekly research seminar series this semester will again host numerous accomplished and internationally-known accounting researchers, including Jenny Tucker (University of Florida); Mary Billings (New York University); Aytekin Ertan (London Business School); Musa Subasi (University of Maryland); and Andrew Call (Arizona State University). The department will also host a research conference on May 3, 2019 with faculty and students from Rutgers University and Fordham University.

Student Competitions

Zicklin accounting students will participate in Deloitte's 4th Annual Audit Innovation Campus Challenge in Dallas, Texas on April 5-6, 2019. The Baruch team earned its spot in the national competition after placing in the top two

in the regional meet in Boston, which included ten schools from the Northeast region. Notably, this is the third time in four years that the Zicklin team has participated in the national competition. The Zicklin team is ably advised by Distinguished Lecturer Thomas Ray.

The Aaronson Department of Marketing and International Business

- The department welcomed a new Chair, Prof. Nermin Eyuboglu, and a new Deputy Chair, Prof. Pragya Mathur.
- The department will participate in the MS in Business Analytics Program that is scheduled to launch in Fall 2019 by offering courses for the Marketing Analytics specialization.
- Faculty have continued to publish in top journals including *Academy of Management Journal*, *Journal of Consumer Research*, and *Journal of Consumer Psychology*.
- Two faculty members received the best paper award in the AMA Winter Academic Conference. The category was: Field Experiments and Causal Inferences in Marketing.
- The research seminar series organized by Prof. Lauren Block is hosting top scholars this semester including Christine Moorman from Duke University, Gary Lilien from Penn State, George Newman from Yale University, and Adrian Ward from University of Texas-Austin. Christine Moorman is the editor of the *Journal of Marketing* and Gary Lilien is the cofounder and Research Director of Penn State's Institute for the Study of Business Markets (ISBM).
- One of the advertising students was among this year's "most promising multicultural students" elected by the prestigious American Advertising Federation. AAF selects winners from over 160 colleges.
- Two marketing students received the prestigious Benjamin A. Gilman International Scholarships to study abroad during Winter/Spring 2019.
- A student majoring in international marketing was a member of a winning team in an X-culture team competition that included five thousand students from 37 countries. The student is the first Baruch student to be so honored.

The **Bert W. Wasserman Department of Economics and Finance** aims to maintain a stimulating academic environment for its students and faculty. 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 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 and professors Youngmin Choi and Yajun Wang will be presenting from Zicklin.

Professor Robert A. Schwartz is organizing the Annual Equity Markets Trading Seminar – Teaching Trading, Liquidity and Market Structure, to be held on Friday, March 1, 2019 in the Subotnick Center.

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 with several universities worldwide. Last summer a new cohort of students from Peking University's HSBC Business School, Renmin University, and University of Science and Technology in Beijing started the program. We expect the cohort to expand this year and to include students from Xi'an Jiaotong University and Shanghai International Studies University (both in China) and 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.
- February 21, 2019 – Kimco Realty presented a Career Panel. The Mortgage Bankers Association of NY hosted a Networking Workshop on March 7, 2019. Students met industry and H.R. professionals from top real estate companies at the Resume Review Workshop which was held on March 14, 2019. A joint career panel with the Starr Career Center was held again this year on March 28th. Another annual event, a Speed

Networking event, in partnership with the Real Estate Lenders Association took place on April 3rd. Finally, students visited three Vornado Realty Trust sites this spring semester.

- Seven Advisory Board members spoke to students in the spring 2019 semester as part of the Advisory Board Speaker Series. The Advisory Board Mentor for the Day event took place on May 3, 2019.
- Fall 2018, the Department selected six students to represent Zicklin in the International Cornell Real Estate Case Study competition. Spring 2019, two teams participated in the Mulroy Real Estate Challenge at Villanova University and the NAIOP NY Commercial Real Estate Intercollegiate Case Study Competition
- Research Activities: The Department organizes weekly research seminar series. During the spring 2019 semester the Department invited guest speakers from the University of Connecticut, University of Pittsburgh, UCLA, University of Reading, Federal Reserve Board of Atlanta, and Board of Governors of the Federal Reserve System.

The Paul H. Chook Department of Information Systems and Statistics

- On November 14th, 2018, the department organized an expert panel discussion event titled "Blockchain Beyond Cryptocurrencies: Promise or Peril?". The event was attended by more than 100 students, alumni, and faculty and featured four experts from the blockchain field, three of whom were Baruch alumni.
- On March 21st, 2019, the department in coordination with the Starr Career Center and three technology-related student clubs (AIS Student Chapter, FemCode, and ISACA Cybersecurity) will be holding the first ever Tech Career Expo at Baruch College.
- In addition to the usual free workshops that the department offers to students on topics such as R, Tableau, and Python, we will be offering for the first time a student workshop on how to succeed in tech interviews, which are required for many types of positions our students seek.
- Correlation One, a company that recruits data science talent for major companies, ranked Baruch College as the #1 school globally for graduate programs in Data Science, after students from the MS in Statistics program and the Masters in Financial Engineering program outscored students from all other universities on Correlation One's Data Science Professionals Exam. Princeton and Stanford were numbers 2 and 3 on the list.
- Prof. Abdullah Tansel was awarded a U.S. Patent for his invention of "A knowledge base system is provided for storing and retrieving temporal knowledge in the form of RDF triples without reification."
- Prof. Gideon Pell was selected by Forbes Market Watch to be a contributor.

The **Narendra Paul Loomba Department of Management** welcomed a new faculty member, Associate Prof. Alex Mills, Ph.D., who joins us from Indiana U. He brings in valuable research expertise and pedagogy in supply chain, health care, and related areas in operations management, and leads the Zicklin Executive MBA in Healthcare Administration as Academic Director.

The Department continues to sponsor two research seminar series: The Omega and Delta Research programs have hosted more than twenty distinguished scholars and faculty from universities nationwide, sharing their research activities with Zicklin faculty and Ph.D. students.

We continue to support and expand Zicklin's Business Consulting Program: Including enrollment for Spring 2019, the program will have served 280 MBA students with 68 hands-on projects since its inception in 2018.

Our Entrepreneurship faculty is engaged in dramatically revising their undergraduate curriculum with four overhauled and nine new courses.

The Management Department faculty also holds several editorial positions at the Int'l J. of Integrated Supply Chain Mgt (Ajay Das, Editor); J. of Business Venturing (Scott Newbert, Field Editor); J. of Management Studies (WeiLei Shi, Associate Editor); and Entrepreneurship Research Journal (Ramona Zachary, Editor).

Several of our faculty actively engage undergraduate students in scholarly research; under faculty guidance, students work 3-5 hours per week on a variety of projects.

The Department of Law will host our spring semester research presentation program showcasing the current research of our faculty.

We are also pleased to report that we will be actively presenting our research this spring at venues such as the Wharton School at the University of Pennsylvania's Normative Business Ethics of the Carol and Lawrence Zicklin Center for Business Ethics Workshop, the Harvard Law School's reception for authors, at the NYU Law School, and at the New York State Bar Association, to name a few. In addition, our faculty will be two of the main speakers at Baruch's upcoming presentation: Humans, Algorithms and Ethics, presented by the Robert Zicklin Center for Corporate Integrity.

Professor Gitter, a Department of Law faculty member, is mentoring a team, for the second year in a row, for the CUNY Watson IBM Social Impact Challenge, a CUNY-wide entrepreneurship competition.

We have been busy publishing our work as well, with upcoming publications in leading legal law reviews, including the Boston College Law Review, the Cardozo Law Review, the American Business Law Journal and the Harvard Environmental Law Review.

Finally, we continue our ongoing teaching as part of the SWUFE 3+1 program, teaching Introduction to Business Law in Chengdu, China this spring.

The Weissman Center for International Business

The Study Abroad Office sent 81 students abroad in fall 2018 and 90 students in the winter 2019 session. The Center led a group of 14 Zicklin Graduate students on a winter intersession 2019 program to IAE Lyon, France. The SAO hosted 70 incoming students from Baruch partner institutions in the fall 2018. Over 400 students attended the spring 2019 Study Abroad Fair on February 21, 2019.

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. Twenty-five students are participating in the undergraduate Global Student Certificate Program.

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

The list of spring 2019 Mitsui USA Lunch-Time Forum speakers includes Roger Ferguson, President and Chief Executive Officer of TIAA, among others.

In spring 2019, the WCIB International Business Faculty Seminar Series, organized by Professor Lilac Nachum, will feature a number of speakers, including David Yermack, Professor of Finance, NYU Stern School of Business. Professor Yermack will discuss his NBER working paper on fintech in Sub-Saharan Africa.

The Robert Zicklin Center for Corporate Integrity's (RZCCI) [13TH Annual Audit Conference on December 4, 2018](#) was chaired by Professor Douglas Carmichael. The program was headlined by James G. Kaiser, recently appointed Board Member at the Public Company Accounting Oversight Board, and included policy setters from the Securities and Exchange Commission. Attendees included partners from the Big 4 accounting firms. The conference was featured in the 2019 February and March issues of *The CPA Journal*.

RZCCI held several corporate social responsibility and corporate governance programs during the Fall 2018 semester. One highlight, [Corporate Political Spending](#), took place on October 3rd. We were joined by three experts on the intersection of politics and business to discuss the increasing entanglement of these two sectors of society and the possibly devastating effects it might have on some of our most important institutions.

Another featured program was [The New Story of Business: Capitalism in the 21st Century](#) held on October 11th. RZCCI welcomed R. Edward Freeman, University Professor, Elis and Signe Olsson Professor, academic director of the Institute for Business in Society, and Senior Fellow of the Olsson Center for Applied Ethics at the University of Virginia Darden School of Business. This program focused on principles that undergird a new story of business that is emerging.

RZCCI has a full slate of programs scheduled for the 2019 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

- On October 31, 2018, the Steven L. Newman Real Estate Institute, in association with the International Council of Shopping Centers (ICSC), hosted the 2nd annual joint conference at Baruch College. Under the main title "the Changing Landscape for Retail," The conference featured a keynote speech from Kenneth F.

Bernstein, President and CEO at Acadia Realty Trust, and two distinguished panels, with guest speakers from various fields in the real estate industry, particularly in the retail sector.

- The Institute disseminated the seventh issue of its e-newsletter on January 18th, 2019. In the newsletter, Santoshi Botha, Credit Analyst of Commercial Real Estate at TD Bank, who graduated from Zicklin's MS in Real Estate Program in 2016, shared her academic and professional experience in the real estate industry. The newsletter also introduced a conference and various career events that were hosted by the Institute, jointly with the Department of Real Estate, during the fall 2018 semester.
- The Steven L. Newman Real Estate Institute continues to offer the Graduate Online Certificate Program in Real Estate Finance, which consists of four essential real estate courses – real estate finance, capital markets, real estate development, and investment analysis. The Institute accepted twelve new students in spring 2019.
- Upcoming event: The Steven L. Newman Real Estate Institute will host the 3rd Annual RELA (Real Estate Lenders Association)-Baruch College Joint Conference on May 8th, 2019.

Lawrence N. Field Center for Entrepreneurship

- Renovation: Phase one of the Center's major renovation project will be completed in March 2019.
- Research: Launched the Entrepreneurship Research Venture Fund to support entrepreneurship research by Management faculty and Ph.D. students.
- Curriculum: A proposal for a major revision of the undergraduate entrepreneurship major was submitted to the faculty for approval, with plans to launch in Fall 2020.
- Co-curricular: Hosted several co-curricular events, including a monthly Entrepreneurial Lunch and Learn Series showcasing successful Baruch alumni entrepreneurs, the annual Global Family Business Event, and a talk on cybersecurity advice for entrepreneurs. Spring 2019's co-curricular activities continues the Lunch and Learn Series with Conductor CEO and founder and Baruch alum Seth Besmertnik, and a faculty workshop from the Art of Science Learning.
- MakerHub: Delivered 640+ hours of training in 3D printing, electronics, and virtual reality to 267 students across the Marx, Weissman, and Zicklin Schools. Plans for 2019 are to focus on electronics training and exploring wearable technologies.
- Small Business Development Center: Provided 5,615 hours of assistance to 870 entrepreneurs, helping them secure \$12MM in financing and create/save 260 jobs. New SBDC partnerships include the MakerHub for prototyping and design services to entrepreneurs and the Brooklyn Fashion + Design accelerator for classroom education and entrepreneurship support.
- CUNY Startups: Hired a new Executive Director, Remy Arteaga, in October. The accelerator program is scheduled to launch its Spring cohort in March 2019 and plans for a Fall 2019 Hackathon are underway.

Zicklin Global Programs

Personnel:

Ms. Rong Aloe Yan joins Zicklin as an international program specialist. She fills in the vacancy left by Ms. Yu Estella Fu in July 2018. She works with the Offices of Undergraduate and Graduate Programs to serve our growing international student 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. These students are progressing well, with an average Baruch GPA of 3.5 and major GPA 3.4 in Accounting courses. In January 2019, 14 COMAS-Baruch MBA-MSE dual degree students started their program in Israel. In May, 15 students of the 2018 cohort are expected to graduate with their MBA and MSE degrees. In Summer 2019, we are expecting 20 students from PHBS, RBS, USTB, SISU, and XJU to join our MBA-MSF dual degree program, and we are expecting 10 students from University of Padova and Free University of Bozen-Bolzano, both in Italy, to start their MFA/MSF dual degree program.

As of Spring 2019, The Zicklin School of Business has established various dual degree graduate programs with the following global partners:

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	Peking University HSBC Business School	China	Shenzhen	MBA-MS in Finance
6	Free University of Bozen-Bolzano	Italy	Bozen-Bolzano	MS-MS in Finance
7	University of Padua	Italy	Padua	MS-MS in Finance
8	College of Management Studies	Israel	Tel Ave	MBA-MS in Entrepreneurship

We are continuing to expand our global footprint with new and innovative collaborations with world class universities. At this time, we are in negotiations with universities in China, France, Germany, Austria, Australia, Argentina, Egypt, and Mozambique, covering every continent of the globe.

NYCIGF@Baruch continued its mission of furthering U.S. students' and business executives' understanding of China and the integral role it plays in the worldwide financial system, and providing Chinese students and business executives with a better understanding of U.S. and global financial markets throughout the fall 2018 semester. On October 25th, the Institute hosted Wall Street investment professional and Baruch College alumna Jie Hayes (MBA '99), for [*The Changing Landscape of the US Asset Management Industry and Market Opportunities in China*](#). Ms. Hayes touched on a variety of topics ranging from her unique professional career path, to her philosophy on striking a work/life balance, to the changes in US asset management industry and market opportunities in China in the coming decades.

On November 29th, blockchain entrepreneur and former Goldman Sachs investment banker Edward Cotler came to campus for his talk [*Navigating Digital Assets: Crypto Technologies and Markets*](#). Mr. Cotler provided an introductory review of both blockchain and cryptocurrency while examining the risks and benefits of investing in the emerging digital asset sector. He explored the ways blockchain technology is transforming industries and business models as well as its potential for future disruption and opportunity.

Also during the fall semester, NYCIGF@Baruch offered three sessions of *Introduction to Chinese 100* and, for the first time, two sessions of *Introductory Chinese 101*. The two non-credit classes enrolled over 100 Baruch students, staff, and faculty members.

Additionally, Chinese language instructor Li Wang, PhD led *Say My Name: Workshop on Pronouncing the names of our Chinese and Chinese Heritage Students* as part of International Education Week at Baruch. Faculty and staff received an introduction to the four tones of the Chinese language and had the opportunity to practice pronouncing students' names.

For more information regarding CI activities and events during the spring 2019 semester, please visit our [website](#) or email the American Director, Matt LePere, at Matthew.LePere@baruch.cuny.edu.

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

The overall utilization of the center continues to be high. Events supported by the Center are primarily classes in Finance, CIS, Economics, Journalism, and Math, along with 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 additional in-house events, including Equity Markets Seminars, Admission Information Sessions, Tools for Clear Speech, Library Training, Immersion programs, Rotman training for the championship winning teams, and a series of corporate events. The second Baruch Alumni-Student Trading competition was held in the Center at the end of February, 2019, where nine teams competed for a series of awards and student scholarships. Future plans include supporting further experiential programs, such as additional trading competitions, with the possibility of developing a summer high-school competition.