

ZSB Report to the General Faculty

In 1919, the College of the City of New York created a School of Business and Civic Administration – the precursor to today’s Zicklin School of Business. To celebrate this centennial milestone, the School is publishing a new magazine called ZicklinBusiness highlighting alumni, faculty, centers, institutes and Zicklin accomplishments. A special event is planned for October 17 to unveil an historical timeline and other special events are scheduled throughout the year.

The Zicklin School of Business consists of 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 a PhD in Business programs jointly with Baruch College and the CUNY Graduate Center.

Zicklin is 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. For example, the new MS in Business Analytics was launched with an integrated digital, media, web, and email campaign and now has 72 students enrolled in the program.

The Zicklin School has refreshed its brand with comprehensive Brand Guidelines, new brochures, digital ads and new email templates for graduate and executive recruitment.

The School is hosting a Fintech Meets the Media Conference on November 6 that includes a welcome introduction with Dean Huss and an academic panel with five Zicklin professors discussing their Fintech research.

Zicklin Undergraduate Program (ZUGP)

As of fall 2019, there are 6421 students enrolled in the BBA program and 6262 students with an intended BBA major. In fall 2019, there are 164 undergraduate business courses offered with a total of 646 sections and enrollment of 28,055.

Majors/Tracks	Number of students
Accounting	1666
CIS - Data Analytics	147
CIS - General	289
CIS - Information Risk Management and Cybersecurity	118
Economics (BBA)	164
Finance	2159
International Business	147
Management - Human Resource	211
Management - Operations Management	242
Marketing - General	408
Marketing - Digital Marketing	165
Marketing - Advertising and Communications	165
Marketing - Marketing Analytics	52
Marketing - International Marketing	80
Real Estate	107
Statistics and Quantitative Modeling	130
Entrepreneurship	129
Industrial Organizational Psychology	42

As part of the comprehensive redesign of the BBA program, we are piloting two sections of CIS 2200 where we are introducing coding with VBA. A subgroup, led by Prof. Will Millhiser, from our BBA redesign working group is developing a new course on predictive analytics and business decision modeling as part of the initiative to review the pre-business core. The course will emphasize quantitative literacy skills. Please see updates on this project at [the website for the BBA redesign project](#).

A grant proposal developed in collaboration with Rob Kunicki from the Office of Enrollment Management and Strategic Initiatives and Stephanie Gika from the Office of Advisement, focused on helping support transfer student pathways, was awarded \$200,000 by [GraduateNYC](#)'s College Completion Innovation Fund.

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 15th cohort this fall.

ZUHP has a growing group of very loyal alumni 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. (a prestigious boutique investment bank), and Deutsche Bank Sales and Trading. Noteworthy are the offers in management and strategy consulting, a field that has proven elusive for Baruch undergraduates.

The ZUHP Advisory Board, chaired by Steven Fisher, recently retired CEO of New York Life, met in June.

New this year will be a service abroad trip to South Africa in January 2020 where ZUHP students will have the opportunity to explore the country and volunteer in the local small business development center.

Zicklin Graduate Admissions

This fall we recruited and enrolled 764 new graduate students. This represents an increase of 30% from fall 2018 and is the largest incoming graduate student class on record.

Highlights include:

- New MS Business Analytics program enrolled its first class of 72 students.
- Full-Time MBA program increased new student enrollment by 53%.
- MS Finance increased 56%.
- MS Information Systems increased 65%.

Student Recruitment

- We hosted 25 on-campus open houses and information sessions and attended 19 off-campus fairs during academic year 2018-19.
- 28 webinars attracted 2,100 registrants and 790 participants. New webinars developed on topics such as 'Careers in business analytics'.
- Developed and implemented a recruitment plan for the new MS Business Analytics program, resulting in 152 applications.
- Expanded yield campaign to influence admitted students to enroll:
 - o Faculty conducted personalized outreach.
 - o Social media groups set up for admitted students in India (WhatsApp) and China (WeChat).
 - o Expanded pre-orientation email series ('Countdown to Zicklin').
 - o Weekly lunchtime webinars to assist incoming students ('Prepare to Enroll').
 - o Weekly data-alignment between Apply Yourself and CUNYfirst database systems.
 - o Enhanced coordination with other student services offices, including Graduate Programs and ISSC.

	Fall 2019				Fall 2018		
Programs	Applied	Admitted	Enrolled		Applied	Admitted	Enrolled
Evening MBA	204	148	105		202	149	94
Full-Time MBA	265	99	46		256	81	30
One-Year MBA					42	14	8
MBA Total	469	247	151		500	244	132
MS Accountancy	246	173	135		285	204	134
MS Business Analytics	152	105	72				
MS Entrepreneurship	30	21	9		31	12	4
MS Finance	247	151	89		211	124	57
MS FRM	30	13	8		41	20	10
MS Info. Systems	192	146	117		179	119	71
MS Marketing	132	80	32		125	55	23
MS QMM	50	40	19		77	52	28
MS Real Estate	43	27	19		37	24	14
MS Statistics	74	62	37		86	70	45
MS Taxation	113	90	76		107	77	65
MS Total	1,309	908	613		1,179	757	451
Grand Total	1,778	1,155	764		1,679	1,001	583

Zicklin Graduate Programs

Enrollment:

- The following table provides enrollment details for graduate programs as of September 10, 2019:

MS	NEW	CONT	TOTAL
ACC	136	226	362
MSBA*	72	8	80
ENT	9	5	14
FIN**	89	80	169
FRM	8	19	27
IS	117	133	250
MKT	32	29	61
QMM	19	47	66
RES	19	16	35
STA	37	74	111
TAX	77	77	154
MS TOTAL	615	714	1329
MBA	NEW	CONT	TOTAL
EVE	105	388	493
FT	46	26	72
MBA TOTAL	151	414	565
GRAND TOTAL	766	1128	1894

*MS BA continuing students are ZSB students who changed degree objectives.

**MS FIN includes 23 new global students; MS FIN CONT includes 1 global student

New Initiatives:

- The MS in Business Analytics degree program has been successfully launched. It has attracted substantial interest and has enrolled 72 students.

Graduate Career Management Center

- 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 2,300 internships and fulltime job opportunities were posted in Zicklin CareerLink since the beginning of the calendar year by companies, alumni, and employer partners, serving more than 1,900 Zicklin graduate students and alumni who logged into the system during that period.
- Individuals from over 80 companies and organizations will come to Baruch or host Baruch students at their locations in the Fall 2019 semester for information sessions and other events.

Zicklin Executive Programs

In September we welcomed 171 new and returning students to our degree programs.

Our newest degree program, the **Executive MS in Information Systems with a Concentration in Data Analytics**, admitted its first class this fall and is led by Academic Director Prof. Al Croker.

The **Executive MBA** program, led by Academic Director Prof. Raquel Benbunan-Fich, had a very successful recruiting season with 38 new students entering the program and 25 students graduating.

The **Executive MBA in Healthcare Administration** has a new Academic Director, Prof. Alex Mills. He succeeds Prof. Emre Veral, who led the program for six years, the maximum time allowed by term limits on the tenure of academic director.

Our **Executive MS in Finance** program has also welcomed a new Academic Director, Prof. Sonali Hazarika. She succeeds Associate Dean Gwendolyn Webb, again reflecting term limits on the appointment.

We welcomed the second class of 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.

Now entering its third year is the **Doctor of Professional Studies in Business** Program. The first cohort of students who entered in the fall 2017 semester are now entering the dissertation stage of the program, and the second cohort of students is entering its second year of courses.

PhD Program

The PhD Program in Business is recruiting its fall 2020 cohort. The application deadline has been extended from January 1st to January 15th. Application inquiries have been high across our five specializations (accounting, finance, information systems, management, and marketing).

Our second annual Baruch College – PhD Project Research Symposium was successfully held on May 16 and 17th, 2019, at the CUNY Graduate Center. The collaborative academic initiative between the PhD Project and the Zicklin School aims to increase the diversity of business school faculty. The selected 15 minority PhD student from doctoral programs around the country presented their research. Participants from Penn State, University of Missouri, Rutgers, University of Arkansas, University of Texas at San Antonio, University of Louisville, and Virginia Tech, among others, were in attendance.

We also partnered with the PhD Project and hosted a PhD information session on September 17, 2019 to recruit minority candidates from the undergraduate Baruch student population who may be considering pursuing a doctoral degree; 38 prospective students registered for the event.

The Business program graduates include: Berna Basar (May 2019), Saeed Ghasseminejad (September 2018), Katerina Gonzalez (May 2019), Wei He (May 2019), Zhaojun Huang (September 2018), Yang Liu (September 2018), Lama Lteif (September 2018), Bin Ma (September 2018), Yu Shan (May 2019), Farindokht Vaghefi (May 2019) and Shu Yang (May 2019).

Our most recent doctoral graduate placements included faculty positions at Suffolk University (Boston), Hofstra University, Concordia University (Montreal) and Southwestern University of Finance and Economics (SWUFE).

The Stan Ross Department of Accountancy

New Faculty

The department recently welcomed Assistant Professor Huihao Yan, who received his doctorate from Duke University. Professor Yan's research focuses on the economic consequences of financial reporting and information dissemination. Professor Yan will teach accounting information systems and data analysis to undergraduate accounting majors.

National Rankings

The department's undergraduate and graduate programs were ranked among the top 10 in the Northeast and top 30 nationally, according to the Public Accounting Report's 38th Annual Professors Survey 2019. The department also secured the #1 spot among higher education institutions in New York State for both its undergraduate and graduate programs.

Upcoming Events

- The department's weekly research seminar series this semester will again host numerous internationally-known accounting researchers, including Clare Wang (Colorado); Mark Maffett (Chicago); Gus de Franco (Tulane); and Christopher Williams (Michigan).
- On October 28, the department is honored to host Gregory Westfall, Managing Principal of Grant Thornton's New York City office, as its Emanuel Saxe Distinguished Lecturer. Mr. Westfall will speak on "Forensic Accounting: The New Normal?"
- On December 3, the department hosts its 14th Annual Audit Conference: Ensuring Integrity. The conference, organized in partnership with NASBA's Center for the Public Trust, provides a forum for examining best practices within the auditing profession.
- On December 12-13, the department will co-sponsor with the American Accounting Association a Special Forum on Data Analytics in Accounting. The event will feature cutting-edge research presentations, panel discussions, and keynote lectures related to the impact of data analysis on accounting and auditing practice.

The Allen G. Aaronson Department of Marketing and International Business

- The Department welcomes Prof. Tamer Cavusgil as the Kooyker International Business Research Fellow for 2019-2020. He will be visiting to present his research, work with faculty, and review the IB curriculum to plan for the future.
- Faculty have continued to publish in top journals including *Marketing Science*, *Journal of Consumer Research*, *Journal of Business Ethics*, and *Journal of Consumer Psychology (JCP)*, all FT-50 journals.
- Prof. Lilac Nachum joined the Academy of International Business (AIB) as a lifetime Fellow. AIB is a distinguished group of scholars recognized for their outstanding contribution to the field.
- Prof. Stephen Gould received the 2019 *Thomas C. Kinnear Award* which honors the article that makes the most significant contribution to the understanding of marketing and public policy issues in the past three years.
- Prof. Mahima Hada and her coauthors were awarded a research grant by the Marketing Science Institute.
- The Marketing seminar series organized by Prof. Lauren Block is hosting PK Kannan (University of Maryland) as well as Donna Hoffman and Tom Novak (George Washington University). Hoffman and Novak do cutting-edge research on the "Internet of Things."
- Prof. Diogo Hildebrand's JCP article on consumer response to food appeals was placed on the "Journal Must-Reads" list of the Marketing Science Institute.

- Prof. Ana Valenzuela joined the Editorial Boards of *JCP*, *International Journal of Research in Marketing*, and *Journal of Retailing*.
- The Department is planning to introduce in spring 2020 an elective class on “Marketing for Good: Social and Non-Profit Marketing.”

The Bert W. Wasserman Department of Economics and Finance

The Department organizes two weekly research seminar series, one with external speakers and one with internal speakers. The Department co-sponsors, along with Fordham and Rutgers, the annual Triple Crown Conference. This year the Department will host the conference on April 3, 2020.

The Robert A. Schwartz Center for Trading and Financial Markets Research, established in 2018, is dedicated to promoting the inclusion of trading, liquidity provision, and security market structure in academic curricula. In November 2019, the Center and the Madrid Stock Exchange will co-host the conference, “Trading, Liquidity, and Market Structure.”

The Financial Innovation Lab is up and running with Professor Linda Allen as the founding director. The objective is to increase the Department’s visibility by communicating faculty research to the general community.

Professors Lin Peng and Sonali Hazarika, with student, Aditya Kashikar, won a grant from United Nations-supported Principles for Responsible Investment (UNPRI) for their research “Executive Pay and Corporate Sustainability in the Long-Term.”

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 seven universities worldwide.

The Department will organize a conference, “FinTech: Fad, Fact or Future?” on May 14, 2020. The conference will bring together academics, students, practitioners and government officials.

The Department has started the process to obtain CFA university affiliation. A mapping of department coursework to the CFA Book of Knowledge yields an overlap of more than 90%, more than required for university affiliation

The William Newman Department of Real Estate

- Career Events: Kimco Realty presented a career panel. We also hosted STARR Real Estate Panel, MBA of NY Career Panel, a resume workshop, and a RELA networking event.
- Student Competition: Our students won first place in the NAIOP Commercial Real Estate Case Competition on February 22.
- Speakers: Advisory Board members spoke to students in spring 2019. Speakers included Miki Naftali, Chairman and CEO at the Naftali Group, Dave Henry, President, retired Vice Chairman and Chief Executive at Kimco, and Glenn Rufrano, CEO at VEREIT, just to name a few.
- Education: We started a program for ARGUS certification, which is highly prestigious and increases the chances of students finding a job. When a student passes the exam, we reimburse the fee.
- Research: The Department organizes a weekly research seminar. We invited speakers from the University of Connecticut, University of Pittsburg, UCLA, University of Reading, and the Federal Reserve. Our faculty presented at the NYC Real Estate Conference in May, jointly organized by Baruch, NYU, Columbia, and the NY Fed.
- Publications: Professor Yildiray Yildirim published a paper "Capital Structure and the Substitutability versus Complementary Nature of Leases and Debt" in the *Review of Finance*, co-authored with Brent Ambrose, Thomas Emmerling, and Henry Huang.
- Faculty Activities: Professor Pavel Krivenko has been appointed the editorial board of the Bank of Russia. Professor Albert Zevelev won the Zicklin Teaching Award and PSC-CUNY Research Award.

The Paul H. Chook Department of Information Systems and Statistics

- The department has welcomed three new faculty members: Prof. Chaoqun Deng and Prof. Shuting Wang in the Information Systems area and Prof. Youngdeok Hwang in the Statistics area.
- The department's Computer Information Systems major (with 33% of majors being women) led Baruch College to be ranked #3 among 253 four-year public institutions by the Chronicle of Higher Education for the number of women graduating in computer science-related majors.
- On April 8th, 2019 the department held its annual Alumni Reception where more than 80 alumni joined us to celebrate Prof. Bill Ferns' career on the occasion of his retirement.
- On March 21st, 2019, the department in coordination with the Starr Career Center and three student clubs (AIS Student Chapter, FemCode, and ISACA Cybersecurity) held the first ever Tech Career Expo at Baruch College where more than 20 companies, including Amazon, Credit Suisse, Prudential, Etsy, and more, came to network with 120+ students for tech-related careers
- Prof. Kevin Craig was awarded the Chapter Advisor of the Year award by the Association of Information Systems for his work as faculty advisor of the Baruch Student Chapter of the AIS
- The department received a grant of \$24,826 (led by Prof. Radhika Jain) from WiTNY to continue our efforts to increase the participation of women in technology-related courses and majors
- The department also received a grant of \$10,000 from CUNY-BRT for its year-long data science seminar series in collaboration with Pitney Bowes. The seminar series will culminate in April with a student data challenge.

The Narendra Paul Loomba Department of Management

The Department welcomed Dr. Amita Singh who has served as an Adjunct Assistant Professor during the past few years and now joins us as Lecturer in the Operations Management area. We are also recruiting two new faculty members: one tenure-track faculty in the Operations Management area and one Lecturer in Entrepreneurship.

We continue to support and expand Zicklin's mission in several areas: The Business Consulting Program, including 56 students enrolled in fall 2019, will have served 398 MBA students with 94 hands-on projects since its inception in 2018; Our Entrepreneurship faculty have revised their undergraduate curriculum with four overhauled and nine new courses and support the Field Center for Entrepreneurship as mentors, researchers, and administrators. Our Faculty actively engage in Zicklin's dual-degree programs overseas and Executive Programs. We revised the curriculum of the Executive MSHRM program and developed a new course, "Leading Organizational Change for Environmental Sustainability". The Department sponsors two School-wide research seminar series: The Omega and Delta Research programs hosted 20 distinguished scholars and faculty from universities nationwide, sharing their research activities with Zicklin faculty and Ph.D. students.

Our faculty hold editorial positions at the International Journal of Integrated Supply Chain Management (Ajay Das, Editor); Journal of Business Venturing (Scott Newbert, Field Editor); Journal of Management Studies (WeiLei Shi, Associate Editor); and Entrepreneurship Research Journal (Ramona Zachary, Editor).

Department of Law

In July, Professor Marc Edelman testified before the California State Legislature on behalf of the Fair Pay to Play Act, explaining why it would violate antitrust law for the NCAA to ban California member colleges that allowed athletes to profit from licensing their own names, images and likenesses.

We continue to present and publish our work. This summer, for example, a number of our faculty attended the Academy of Legal Studies in Business Annual Conference and faculty were nominated for several best paper awards. Professor Yafit Lev-Aretz, our newest faculty member, was previously named a faculty research fellow at the Tow Center for Digital Journalism at Columbia and enthusiastically continues here her work on tech policy, data privacy, and digital notifications. As a group, we continue to publish our articles in top journals such as in the Journal of Corporation Law, the Berkeley Business Law Journal, the Arizona Law Review and the University of Illinois Law Review, among other outlets, to name a few publications in recent months.

In addition to our scholarly engagement our faculty have been busy developing new cutting edge law classes in the areas of financial technology ("fintech"), tech policy and data privacy. We are also teaching Macaulay interdisciplinary seminars to Macaulay Honors students as well as in the Zicklin Honors Program.

The Office of Accreditation and Curriculum Management

The Office is preparing for the AACSB re-accreditation site visit this November 3-5, 2019. Four team members will come to campus and meet with various Zicklin administrators, faculty, staff, and students. We thank in advance all who will participate in this important visit. Contact the Dean's Office or the Office of Accreditation and Curriculum Management for the AACSB Continuous Improvement Review report that was recently submitted to AACSB and the site team members.

In the upcoming academic year another round of assessments will commence in the MBA. In the last year, assessments of all the BBA program learning goals were conducted, the last of which will be reviewed by the Continuous Improvement Committee this October. Many of the results showed a modest drop in students meeting expectations. While the results were still within the benchmarks set for our undergraduates, various measures are or will soon be underway that are expected to raise these scores. Along with various action items taken by departments in coursework across the curriculum, these also include the proposed BBA Business Communications course, a review of Zicklin's criteria for Communications Intensive Courses, the new approach to BBA Business Ethics Education, and an emerging discussion about Global Awareness in the BBA curriculum. There is also a BBA Curriculum Review and Redesign currently underway.

The Weissman Center for International Business

The Study Abroad Office sent 43 students abroad during summer 2019 and 86 in fall 2019. The Fall 2019 Study Abroad Fair was held on September 12, 2019 with a record of more than 500 students attending.

Eighty-two students are attending Baruch on exchange from our university partners around the world. The Study Abroad Office hosted an orientation event on August 22nd to welcome the incoming exchange students.

On September 3rd and 10th, the Center hosted two orientation events to welcome 38 newly admitted students into the undergraduate International Business major. This is the largest fall intake to date.

Over the summer 2019, the Center sent 19 students abroad on internships. Destinations included Barcelona, Sao Paulo, London, Hong Kong, Mexico City, New Delhi and Xiamen.

The Center awarded 75 scholarships in FY 2019, funds that help cover tuition and other college expenses.

The CSR-Sustainability Monitor project team met with representatives of Pfizer to discuss their assessment of the quality and scope of the company's CSR reporting. They also spoke at a well-attended alumni event.

The list of fall 2019 Mitsui USA Lunch-Time Forum speakers includes Leon Shivamber, Chairman of the Board, Viper Drones; Kartik Kaushik, Managing Director, Citi Corp; and Johannes Worsoes, CFO for MUFG Americas.

In fall 2019, the WCIB International Business Faculty Seminar Series, organized by Professor Lilac Nachum, will feature Richard Barry Freeman, Harvard University, with a paper on cell phone markets in US and China, among others.

The Robert Zicklin Center for Corporate Integrity's (RZCCI) [18th Annual Financial Reporting Conference](#) on held on May 2, 2019 was chaired by Professor Norman Strauss. The program was headlined by Kathleen Hamm, Board Member, 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 Big 4 accounting firms. The CPA Journal featured the conference in its August 2019 issue.

RZCCI held several programs on corporate social responsibility and corporate governance during the spring 2019 semester. One highlight, [Humans, Algorithms and Ethics?](#), took place on March 19th. Comprised of leading scholars in the field of law and technology, this panel was dedicated to unpacking the reciprocal influence of humans and algorithms and the importance of ethics in this ongoing relationship. The program took place during Baruch College's Annual *Ethics Week*.

Another featured program was [Uniting for Impact: How Can We Integrate Sustainability, Resiliency, and Circularity Efforts to Achieve Shared Climate Goals](#) held on April 16th. RZCCI welcomed a panel of experts to discuss

how professionals, municipalities and industries can work together to unite their efforts in these three areas to more effectively face the urgent challenges of climate change.

RZCCI has a full slate of programs scheduled for the 2019 fall semester. On December 3rd Professor Douglas Carmichael will chair the 14th Annual Audit Conference in partnership with the National Association of State Boards of Accountancy's Center for Public Trust. Upcoming and past programs can be found [online](#).

The Steven L. Newman Real Estate Institute

Conference: On May 8, 2019, the Institute, in association with the Real Estate Lenders Association, hosted the 3rd annual conference at Baruch. The conference featured a fireside interview of Francis Greenburger, Chairman and CEO at Time Equities. Under the title of "the Changing Face of NYC's Coast," a distinguished panel of speakers from various fields in the real estate industry discussed the past, current, and future issues in waterfront development. We invited Baruch students to the conference and waived their registration fees.

Newsletter: The Institute disseminated the eighth issue of its e-newsletter in June 2019. In the newsletter, Alba Dodaj, analyst at Kimco Realty, who graduated from Zicklin's MS in Real Estate Program in 2017, shared her academic and professional experience in the real estate industry. The newsletter also introduced a conference and various career events hosted by the Institute jointly with the Department of Real Estate, during the spring 2018 semester.

Online Certificate: The 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. We offer an Online Real Estate Finance Boot Camp for our certificate students to better prepare them for the regular certificate courses.

Upcoming event: The Institute will host the 3rd annual joint conference with ICSSC at Baruch College on October 31, 2019.

Lawrence N. Field Center for Entrepreneurship

A major renovation to the Center, featuring new technology and co-working space for students, began in the spring and is ongoing. The Center is planning a "rededication" event this fall.

Curriculum: A major revision of the undergraduate entrepreneurship major was approved by the faculty in spring 2019; the new curriculum will launch in fall 2020.

Co-curricular: Continued the Lunch & Learn Series with Conductor CEO/founder and Baruch alum Seth Besmertnik, and a faculty workshop from the Art of Science Learning.

Research: The Entrepreneurship Research Venture Fund invested in eight research projects, one of which was accepted in the #1 entrepreneurship journal in the world.

MakerHub: Delivered 700 hours of training in 3D printing, electronics, and virtual reality to 269 students across the Marxer, Weissman, and Zicklin Schools. Plans for fall 2019 are to focus on 360 video and VR training.

Small Business Development Center: Provided 5,515 hours of assistance to 813 entrepreneurs, helping them secure \$5.7MM in financing and create/save 179 jobs. The SBDC partnerships now offer prototyping and design services to entrepreneurs and students from other CUNY campuses. The center has also partnered with NYC Futureworks to assist advanced manufacturing companies and offer advisement on SBIR research commercialization financing.

CUNY Startups: Ran the accelerator program with 15 teams and 23 mentors with final pitch competition at Civic Hall. Launched The Big Pitch program with final competition at Amazon. Plans for a new Ideas 2 Impact Fall program started.

Zicklin Global Programs

Zicklin's Global Dual Programs continue to expand in reach and grow in enrollment. In spring 2019, 55 SWUFE-Baruch 3+1 students graduated with Baruch's BBA degree, most in Accountancy, and 12 more are expected in summer and fall 2019. In summer 2019, 60 new SWUFE-Baruch 3+1 BBA students matriculated in Baruch College to commence their last year of study for their double degrees, and 3 more joined in fall 2019. In July 2019, 14

COMAS-Baruch MBA-MSE dual degree students completed the Baruch part of the dual degree. In summer 2019, 14 students from PHBS, RBS, USTB, and SISU started their MBA-MSF dual degree program, and 9 students from University of Padova and Free University of Bozen-Bolzano, both in Italy, started their MFA/MSF dual degree program. In fall 2019, these students arrived at Baruch campus to complete their remaining 12-month program in New York.

As of fall 2019, the Zicklin School of Business has established various dual degree graduate programs with the following global partners: Peking University, Renmin University of China, University of Science and Technology Beijing, Shanghai International Studies University, Xi'an Jiaotong University, Southwestern University of Finance and Economics, University of Padova, and Free University of Bozen-Bolzano. 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.

The New York Confucius Institute for Global Finance at Baruch College (NYCIGF@Baruch) provides the Baruch College community with non-credit Mandarin classes; programing centered on traditional Chinese culture; events designed to illuminate the integral roles China and the U.S. play in the worldwide financial system.

During the spring semester, NYCIGF@Baruch offered three levels of extracurricular Mandarin classes: *Introduction to Chinese 100*, *Introductory Chinese 101* and, for the first time, *Elementary Chinese 200*. More than 60 Baruch students, staff, faculty and alumni successfully completed their respective classes.

As part of our ongoing finance events, the Institute hosted Lauren Kiel, lead producer of Bloomberg's Sustainable Business Summits for a lecture entitled [*Sustainable Finance: Using ESG Factors to Drive Returns*](#). Ms. Kiel demonstrated how investors are adopting a spectrum of investment strategies that consider environmental, social and governance factors in portfolio selection and management. She also examined the investment thesis that accounting for such ESG factors will likely lead to better yield and market outcomes over the long term.

In July, NYCIGF@Baruch brought a group of fifteen language students to Shanghai, China for our inaugural *Summer Camp*. Participants were housed on our partner Shanghai International Studies University's campus. Local instructors helped group members hone their Mandarin skills and provided direct experiences with Chinese culture, local customs and practices.

For more information regarding CI activities and programs during the fall 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 also 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. Rental income has been used to support programs within the Center and across the College, including paying for software licenses, support staff, and technology, and providing scholarships to students through competitions. Future plans include supporting further experiential programs, such as additional trading competitions, with the possibility of developing a summer high-school competition.