

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.

The Zicklin School of Business offers 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 jointly with Baruch College and the CUNY Graduate Center.

With Spring 2021 under way, we look back on the successes of 2020, which are all the more remarkable given the year's hardships. Despite a worldwide pandemic and months of isolation and lockdown – not to mention civil unrest – the Zicklin School of Business managed to pivot successfully to online learning, transform our undergraduate curriculum, initiate major changes related to diversity, equity, and inclusion, all while achieving record enrollment in our graduate degree programs. That hasn't stopped by the way--our spring 2021 graduate enrollment is over 40 percent higher than Spring 2020.

Spring 2021, looks very promising as there are multiple initiatives that will launch and events that will take place.

Each month, the Office of Executive Programs will continue to offer our Zicklin Talks Business webinars, with faculty and business executives providing insight into today's business and economic challenges.

In June 2020, in response to the Black Lives Matter movement, Zicklin launched a Zicklin Diversity, Equity and Inclusion taskforce, with Paquita Davis-Friday and Larry Zicklin as co-chairs, to take action with strategic initiatives in the Zicklin Business School.

In April 2021, the Zicklin School will host the third annual PhD Project – Baruch College Research Symposium. This is a wonderful opportunity for PhD candidates in business from underrepresented minority groups to get advice and mentoring on their doctoral research from Zicklin faculty.

In Executive programs, we have added important new content on diversity, equity and inclusion into our Executive MS in Human Resource Management Program.

On the undergraduate level, we anticipate a fall 2020 launch of the Baruch College-BMCC Business Academy, a major DEI initiative, in which BMCC students will be paired with Baruch college alumni, faculty, and student mentors, who will support and advise them as they transition from their associates degree programs into the Zicklin School's BBA program.

Our New York Smart. World Class Ready. marketing campaign continues with refreshed messages. #WhyZicklin videos will launch in May on our Zicklin website and in digital ads and drip campaigns featuring Zicklin graduate and executive students across NYC's boroughs describing their experiences at Zicklin.

Zicklin continues to leverage its social media presence on LinkedIn, Instagram, Twitter, Facebook and YouTube to promote alumni and student success stories, faculty research and publications, episodes in "The New Normal in Business," and "Zicklin Talks Business" webinar series, and graduate and executive recruitment initiatives. Since January 2020, our Instagram following has increased from 1,000 to 1,682 and our LinkedIn following has grown from 10,000 to nearly 14,000. Zicklin's social media channels continue to feature successful integrated campaigns promoting student and alumni success stories, including the ZicklinTogether campaign that began in the spring of 2020, faculty thought leadership, and support for graduate and executive programs recruitment.

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. These new programs are being launched with integrated digital, media, web, and email campaigns.

Zicklin Undergraduate Program (ZUGP)

As of Spring 2021, there are 6,129 students enrolled in the BBA program, 177 undergraduate business courses offered with a total of 793 sections and enrollment of 32,900; an increase of 4,718 (16.75%) compared to Spring 2020.

Majors and Tracks	Number of Admitted Students
Accounting	1515
CIS - Data Analytics	196
CIS – General	218
CIS - Information Risk Management and Cybersecurity	148
Economics (BBA)	137
Entrepreneurship	116
Finance	1985
Industrial Organizational Psychology	41
International Business	139
Management - Human Resource	180
Management - Operations Management	285
Marketing – General	354
Marketing - Digital Marketing	197
Marketing - Advertising and Communications	207
Marketing - Marketing Analytics	65
Marketing - International Marketing	128
Real Estate	81
Statistics and Quantitative Modeling	137

The virtual Spring 2021 Zicklin New Student Undergraduate Orientation included remarks by alumna Elaine Montilla, an accomplished senior executive, and founder of 5xminority.com, a company and social media brand dedicated to empowering women and minorities, especially in Tech, with a mission to demonstrate how businesses can be powerful platforms for social change. Elaine gave a wonderful speech about her life's journey, resilience, and path to success.

With Prof. Tolga Aydinliyim's help we have begun the work of forecasting demand for seats in pre-business and business base courses.

As a pilot, Prof. Ted Joyce is running an intervention in ECO 1001, where faculty in three large sections will case manage at-risk students. These students will be provided one-on-one tutoring by peer tutors recruited for this initiative. We hope to roll out similar initiatives in other challenging pre-business courses in coming semesters.

The Zicklin Undergraduate Honors Program (ZUHP)

The Zicklin Undergraduate Honors Program (ZUHP) is the only honors program at Baruch that is housed in the Zicklin School and exclusively devoted to business. ZUHP admits a cohort of approximately 20-22 juniors in the Zicklin School every fall and spring semester to maintain a total of approximately 80-95 students. These students are among the brightest and most highly motivated at Baruch. ZUHP graduated 12 students in December. Our fall admissions were down slightly in terms of numbers (17), but the quality was excellent with many extremely high SAT scores. We are currently conducting our spring admissions via Zoom and hope that the likelihood of at least a partial return to campus will help us recruit a larger class for our 18th Cohort. To date, 12 early admissions candidates with Math SATs in the high 700s have been admitted.

Zicklin Graduate Admissions

Spring 2021 recruitment and admissions

- During the Fall semester we hosted 40 webinars and live chats for prospective students and participated in eight third-party MBA and MS online events.
- Applications increased by 63% (excluding deferred candidates).
- The acceptance rate was 51% compared to 65% last Spring.
- We admitted the largest Spring class on record. 499 new graduate students started this semester, which represents an 88% increase on the intake last Spring (266). The intake included 170 new students who deferred their admission from Fall 2020.

Entering Class Profile

- The enrollment growth derives from domestic students. New international F-1 students declined from 61 in Spring 2020 (23% of the class) to 38 this semester (8% of the class).
- New entrants remain highly qualified. Their average undergraduate GPA is 3.42, compared to 3.40 last Spring. In the Evening MBA program, the average GPA rose from 3.18 to 3.42.
- New entrants have completed more post-Bachelor's work experience than last year. The average amount of work experience rose from 31 months to 40 months.
- A larger proportion of students attended other colleges for their Bachelor's degrees. Although the number of Baruch alumni increased, overall their share of the class declined from 39% to 31%.

Process Improvements

- New Qualtrics forms were designed to streamline the Deferral and Change in Degree Objective processes.
- A new batch file system was implemented to track the transfer of electronic files from the Graduate Admissions Office to the Graduate Programs Office.

Programs	Spring 2021 (2/26/2021)									
	Applications			Decisions					Status	
	Incomplete	Complete	Total Applications	Admitted	Deferred from previous semester	Total Admitted	Denied	Total Decisions	Deposited	Registered
Evening MBA	16	150	166	104	27	131	28	159	103	105
MS Accountancy	4	127	131	47	45	92	51	143	84	80
MS Business Analytics	0	0	0	0	30	30	0	30	22	17
MS Finance	4	113	117	44	58	102	52	154	85	74
MS FRM	2	18	20	8	6	14	8	22	12	13
MS Info. Systems	4	111	115	71	35	106	27	133	88	82
MS Marketing	2	91	93	39	32	71	43	114	59	56
MS QMM	1	19	20	17	1	18	2	20	15	13
MS Statistics	1	23	24	17	13	30	5	35	20	19
MS Taxation	0	53	53	33	11	44	14	58	39	40
Total	34	705	739	380	258	638	230	868	527	499

Zicklin Graduate Career Management Center (GCMC)

- For the 2019-2020 academic year, 90% of MBA graduates and 80 % of MS graduates were employed at graduation, with 91% of MBA and 84% of MS US work-authorized graduates employed at graduation.
- Over 3,600 internships and fulltime job opportunities were posted in Zicklin CareerLink and Handshake in the 2020 calendar year by companies, alumni, and employer partners.
- Over the last year, individuals from over 70 companies and organizations came to Zicklin before COVID or held virtual events to interact and engage with Zicklin students.
- For the 2019-2020 academic year, the GCMC had 3,086 appointments with 1,049 unique students and alumni.

Zicklin Graduate Programs

Enrollment as of February 9, 2021:

MS	NEW	CONT	TOTAL
ACC	79	333	412
BUS ANAL*	17	232	249
ENT**	0	1	1
FIN***	74	220	294
FRM	13	26	39
IS	83	287	370
MKT	56	143	199
QMM	13	41	54
RES**	0	49	49
STA	19	94	113
TAX	40	142	182
MS TOTAL	394	1568	1962
MBA	NEW	CONT	TOTAL
EVE	103	519	622
FT	0	64	64
MBA TOTAL	103	583	686
GRAND TOTAL	497	2151	2648

**MS BUS ANAL only accepted students who deferred from Fall 2020.*

*** MS ENT no longer admitting. MS RES does not admit new students in Spring.*

****MS FIN includes 10 continuing global students.*

New Initiatives:

- The Zicklin Ambassador program has entered its second year. Student representatives have been attending prospective student events, assisting with new student orientation, and hosting peer-to-peer engagement activities, such as Virtual Cafés and game nights.
- Nicole Johnson joined the Graduate Programs team in February 2021, filling the vacant MS Programs advisor role.
- Helaine Korn, Beth Figini, and Fred Burke presented at the Virtual Part-Time/Online MBA Conference in October 2020.

Zicklin Executive Programs

Our recruitment efforts for Fall classes are underway for all six of our degree programs. These include two MBA programs, the Executive MBA (EMBA) and Executive MBA in Healthcare Administration (EMBA HCA), three Executive MS programs, in Finance, Human Resource Management, and Information Systems, and the Doctor of Professional Studies in Business Program (DPSB).

We are delighted that two students in the first cohort of the DPSB program have completed all of the requirements for their doctoral degrees, and most of the others in that group are well advanced in their dissertation research. This is a major milestone for each of the students in the program's inaugural cohort, as well as for the program itself.

With all classes online for the spring semester, we have added a full series of co-curricular activities to foster networking opportunities to current students. Included are team-building activities, workshops in personal and professional branding, crafting resumes, interviewing and social media strategies, and salary negotiation.

We continue to offer the monthly Zicklin Talks Business webinar series, featuring Larry Zicklin, business executives, and faculty discussing business opportunities and challenges that have emerged from the COVID-19 pandemic.

This fall we formed a task force to review our options in the area of executive, non-degree education. The two subcommittees are finalizing their recommendations, and one new area of particular interest is working with the academic departments to develop certificate programs in new and emerging areas in business that will help graduates refresh and update their knowledge.

PhD Program

The PhD Program in Business received a strong pool of 204 applications for fall 2021, up 15% over last year. This fall, we will launch a new specialization area, Operations & Decision Analytics, coordinated by Dr. Tolga Aydinliyim.

Our third annual PhD Project—Baruch Research Symposium, postponed from last year because of Covid-19, will now take place in a virtual format, April 29-April 30th. In January 2021, we held a successful three-week workshop in R programming and Machine Learning Applications taught by Professor Victor Peña (ISS). Over 20 PhD students participated.

Our fall 2020 graduates placed as tenure-track Assistant Professors are: *Aditya Kashikar* (FIN, Supervisor: Professor Lin Peng) at U Mass Boston, *Teodora Szabo-Douat* (MKT, Supervisor: Professor Sankar Sen) at Nova University (Lisbon, Portugal), and *Xiaoyu Zhu* (FIN, Supervisor: Professor Armen Hovakimian) at Sun Yat-Sen University (Guangzhou, China).

In fall 2020 we appointed nine new doctoral faculty members: Arash Asadpour (ODA), Ruth Beer (ODA), Zeda Li (Statistics), Arturo Castellanos (IS), Ajay Das (ODA), Aditya Jain (ODA), Shan Li (ODA), William Millhisser (ODA), and Alex Mills (ODA).

Two of our alumni received prominent academic appointments last semester: *Reetika Gupta* (PhD in Marketing, 2005, Supervisor: Professor Stephen Gould; currently Associate Professor in Marketing at the ESSEC Business School in Singapore) is the new editor of the Journal of Consumer Marketing. *Rhoda Hadi* (PhD in Marketing, 2014, Supervisor: Professor Lauren Block; currently Associate Professor in Marketing) recently became the Associate Dean for Diversity and Inclusion at the Said Business School, University of Oxford.

The Allen G. Aaronson Department of Marketing and International Business

- The Department started a monthly Marketing Advisory Board Leadership Speaker Series where board members hold fireside discussions with our undergraduate students on topics such as career readiness, interviewing skills, and industry trends.
- The chair initiated a donation drive from the Advisory Board to help students in need due to Covid. This resulted in contributions of nearly \$9,000 toward scholarships, and a tuition pledge for four years at a value of \$27,000-\$30,000.
- Matthew Van Hauten, an adjunct faculty member, won an EMMY for his work at AT&T in advanced advertising. Matt is also a Zicklin MBA, '09. He has been teaching an undergraduate Entertainment Marketing course for over a decade.
- Sankar Sen ranked 156th out of 10,464 researchers in Marketing in a recent PLOS Biology paper that analyzed the worldwide impact of academic research in numerous fields.
- Mahima Hada is contributor of the first article in the new *IMPACT at JMR series*. This series discusses important research for use in classrooms, business-seminars, and executive teaching.
- The department approved a series of undergraduate curriculum changes across all tracks which will better prepare students for the job market. In the new plan, all Marketing students will be required to take a new course "Digital Transformation of Marketing."

- The department developed two new courses for the graduate program: Ethics in Business Analytics and Social Media Analytics. Another graduate business communication course on storytelling, piloted in January, was very well received by students and will be offered again.

The Stan Ross Department of Accountancy

Recent and Upcoming Events

Ensuring Integrity: The 15th Annual Audit Conference was held on December 1st & 2nd, 2020. The conference provides a forum for interaction among business, public accounting, academics, and policy setters from the American Institute of Certified Public Accountants (AICPA), the Securities and Exchange Commission (SEC), and the Public Company Accounting Oversight Board (PCAOB), examining the current best practices of ethics and independence within the auditing profession. Featured speakers included SEC Deputy Chief Accountant Diana Stoltzfus, PCAOB Deputy Chief Auditor Barbara Vanich, Auditing Standards Board Chair Tracy Harding, PCAOB Director George Boltic, and Center for Audit Quality Senior Director Dennis McGowan. Baruch Professor Douglas Carmichael and Distinguished Lecturer Thomas Ray moderated the event.

The department's weekly research seminar series this semester will again host numerous accomplished and internationally-known accounting researchers, including John Heater (Duke University); Andrew Sutherland (MIT); Hans Christensen (University of Chicago); Sugata Roychowdhury (Northwestern University); Zeqiong Huang (Yale University); and Doron Nissim (Columbia University). The department will also participate in a research conference on May 14, 2021 with faculty and students from Rutgers University and Fordham University.

Curriculum Innovation

Six Baruch accountancy faculty were honored in December 2020 with EY Excellence Curriculum Innovation Awards, in support of their development of data-analytic or emerging technology related innovations in their courses. The faculty honored were Profs. Donal Byard, Erik Johannesson, Seil Kim, Hagit Levy, Brandon Lock, and Igor Vaysman. The Stan Ross Department of Accountancy thanks EY for their generous support of this student-centered initiative.

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. When COVID-19 hit in spring 2020, these two seminar series became virtual. On January 20, 2021, the department hosted a joint online research seminar with Shanghai International Studies University.

Dr. Robert Schwartz, with his co-director Deniz Ozenbas, is continuing to run the Center for Trading and Financial Markets Research. The Center is partnering with Springer on publishing a new book titled, "Liquidity, Markets and Trading in Action."

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.

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?" in the near future. The conference will bring together academics, students, practitioners and government officials.

On February 8, 2021, Professor Rui Yao offered a Zoom talk to Baruch alumni and students titled "Retail Trading, Option Volume and Market Dynamics." He discussed the recent trading frenzy in Reddit/Wallstreetbets stocks and their impact on the market.

The Department has obtained CFA university affiliation for the BBA Finance program. The Department has started the process to obtain CFA university affiliation for the MS Finance program.

The William Newman Department of Real Estate

- On June 3rd, 2020, our students virtually attended a webinar career panel, jointly hosted by the William Newman Department of Real Estate and the Real Estate Board of New York (REBNY). The event invited five real estate industry professionals from CBRE, M&T Bank, Oxford Properties Group, JRT Realty, and the Human Resources Division of the REBNY.

- We hosted another webinar career panel with CoreNet on September 24th, 2020. Industry professionals from the Durst Organization, Spotify, Gotham Development, and Colliers International NY provided our students with valuable tips and advice regarding career-building strategies.
- On October 22nd, 2020, the Department of Real Estate and the Urban Land Institute (ULI) New York Chapter organized the Fall 2020 Real Estate Career Webinar. Sonia Gilbukh, Assistant Professor of Real Estate, moderated the event. Real estate managers and developers from Edison Properties, Unibail-Rodamco-Westfield (URW), Lendlease, and Boston Properties (BXP) shared their education and career experience in the real estate industry.
- On November 12th, 2020, we hosted the International Council of Shopping Centers (ICSC)'s *Career Talks* online. The event was moderated by Glenn Rufrano (CEO at VEREIT) and featured real estate professionals from the Container Store, Raider Hill, and Artizen Advisors.

The Paul H. Chook Department of Information Systems and Statistics

- On February 10th, 2021 the department lost our dear colleague and friend, Prof. Robert E. Blau, who passed away after a long battle with cancer. Bob was a passionate advocate for quantitative skills education for our students. We will miss him dearly. The department has created the Dr. Robert E. Blau Student Award for Academic Excellence in Bob's memory.
- The department welcomed two new faculty members in the Information Systems group: Dr. Alain Claude Tambe Ebot joined in January 2021 as Assistant Professor and Anna O'Connell joined in September 2020 as Lecturer.
- The department is repeating last year's collaboration with Pitney Bowes and delivering seminars and workshops for students that are led by PB's data scientists. The first seminar, titled "A Day in the Life of a Data Scientist" was held on November 2nd, 2020.
- We held our annual fall event for alumni, faculty, and students on October 29th, 2020. Seth Dobrin, Chief Data Officer of IBM Cloud & Cognitive Software gave a presentation titled "Managing Bias in Artificial Intelligence." That was followed by a lively discussion with the participants on the different types of bias in the development and use of AI or the data it uses and ways to ameliorate that.
- A study published in *PLOS Biology* that looked at the research impact of eight million researchers across 174 fields listed two members of the department, Prof. Raquel Benbunan-Fich and Prof. Marios Koufaris, as being among the top 2% globally in their field of Information Systems.

The Narendra Paul Loomba Department of Management

The Department welcomed eleven new Adjunct Lecturers in the Spring 2021 term, bringing our faculty roster to 108 members. The Strategy area is recruiting for a Lecturer position and the Operations Management group will add a tenure-track faculty member to its ranks in Fall 2021.

The Business, Society and Sustainability Area is now offering MGT 3800 Management & Society as zero-textbook-cost and created the new undergraduate elective course: Managing Environmental Sustainability Challenges.

Our Entrepreneurship faculty are developing an online graduate certificate in creativity and innovation, to start in Winter 2022.

The Operations Management group recently revised our graduate course offerings in OM to support both the MBA and MS in Business Analytics. We continue our preparation to welcome the first cohort of PhD students in Operations and Decision Analytics in Fall 2021.

Our School-wide Omega and Delta seminar series continue expanding with 22 scheduled presentations by researchers around the world during the Spring 2021 term.

Accolades go to Professor Shan Li who serves as Vice President, POMS College of Behavior in Operations Management; Professor Hannah Rothstein whose research impact recently placed her in the top 2% of researchers in her field worldwide; and to Alex Mills who recently joined the *Manufacturing & Service Operations Management* journal as Associate Editor. In addition, Lauren Aydinliyim was interviewed in December by Business Insider regarding PayPal's great year and changes to its employee compensation programs. Naomi Gardberg has been invited to serve as a Fellow with the Kedge Business School Anticorruption and Compliance Lab.

Department of Law

The Department continues to foster innovative teaching and do cutting edge research. Some highlights of our recent, public work include the following: Prof. Nizan Packin continues as a contributor to Forbes and her new piece in Forbes: Will A COVID-19 Vaccine Inoculate FinTech Startups is incredibly timely. Prof. Packin also spoke @CoinDesk about the cybersecurity risks associated with FinCEN's lowered bar for further sharing of personal customer data. Prof. Seth Lipner's work as Undergraduate Curriculum Committee Chair and Zicklin's business communications curriculum were recently highlighted in Zicklin News and in the AACSB newsletter, calling the curriculum a "Market Responsive BBA." The Department continues its work related to the Communications Curriculum under the leadership of Prof. Lipner with course coordinator, Prof. Paula Walter, implementing innovative writing assignments in the multi-section course. Prof. Valerie Watnick was nominated to present at CTL's Innovations in Teaching Showcase teaching and assessment workshop held on December 9, 2020 about innovative ways to assess students in a remote environment. Prof. Donna Gitter received a Community Partnership Award for her work on Green Card Youth Voices: Immigration Stories from Upstate New York with her IDC Macaulay class this semester, which resulted in a book publication. Prof. Marc Edelman will go on a Fulbright Scholarship in fall 2021 at the University of Canberra, Australia. Edelman was also named Director of Sports Ethics with the Robert Zicklin Center for Corporate Integrity and was interviewed with Larry Zicklin on "College Football, COVID and Dollars."

The Office of Accreditation and Curriculum Management

While the initial semesters of the pandemic proved challenging for all, this year the Office of Accreditation and Curriculum Management's efforts to gauge and improve student learning through our program assessments has improved, and we have strong plans in place for assessments during this spring 2021 semester as well as in the fall 2021 semester. This spring we are assessing the following learning goals and programs: the Ethical Awareness, Written Communication, and Analytical Skills goals in the BBA; the BBA Marketing major goals, the Executive MBA, Executive MBA in Health Care Administration, and the Executive MS in HR Management programs in Executive Programs; the Written Communication and Knowledge Integration goals in the MBA; and the goals of the MS Business Analytics program.

The Weissman Center for International Business

Student advising, undergraduate and graduate International Business academic program support, and internship placements continued in the remote format during the Fall semester 2020.

The Mitsui Lunch-time Forum series held two successful virtual events connecting students to leaders from business.

A new virtual program was launched as an extension of the Global Student Certificate. The new masterclass series, *A Tour of the World in Six Artworks*, explores art across cultures and time and is open to the entire Baruch community.

It is unclear when study abroad will resume. The Study Abroad Office worked with exchange partners to host a virtual study abroad fair in October to help students learn about study abroad going forward. A virtual international experience was offered in collaboration with the Instituto Lorenzo de' Medici, Florence, Italy enabling international business majors to fulfill their requirements.

In the new remote environment, the Center has focused on its social media presence in order to stay in front of Baruch students.

In collaboration with faculty at the University of Siena, Italy, the Center's research team has developed a novel framework for measuring the comprehensiveness of disclosure in Corporate Social Responsibility reports using the United Nations Sustainable Development Goals as a lens to highlight relevant issues. Results will be posted on a new project website.

The Weissman Center's International Business Faculty Seminar series, coordinated by Professor Lilac Nachum, went online for the Fall semester 2020 featuring academics from top universities across the U.S. and overseas, including Marleen Dieleman, National University of Singapore.

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

For the 15th consecutive year, the Center hosted [Ensuring Integrity: The 15th Annual Audit Conference](#). Chaired by Professor Douglas Carmichael and supported by Professor Tom Ray, the program spanned two days, December 1 and 2, 2020. The event was headlined by policy setters from the American Institute of Certified Public Accountants, the Securities and Exchange Commission and the Public Company Accounting Oversight Board. Ensuring Integrity will be featured in the March 2021 issue of *The CPA Journal*.

On October 29th we welcomed back key voices from a prescient program held nearly 14 years ago for [How Did We Do?: Baruch College Revisits a 2006 Conference on Pandemic Preparedness](#). Speakers looked back at what predictions they got right and what they missed in their assessments of the dangers of avian flu which was then posing a threat to public health. They also discussed what we can do to get past the current pandemic and be better prepared to address the next one.

The Center continued its *Program on Tech Ethics* led by Professor Yafit Lev-Aretz of the Law Department. The November 11th event, [Inside Amazon: The Untold Story of Interest Brawls and Sellers Regulations](#) presented stories from a seller's perspective and discussed practices, policies, and internal regulations that Amazon uses to manage its day-to-day operations.

RZCCI is pleased to announce Professor Marc Edelman as the Center's inaugural Director of Sports Ethics. Look for programs from Professor Edelman and a host of other spring 2021 events on the Center's [website](#) in the near future.

The Steven L. Newman Real Estate Institute

- Award: In Fall 2020, the Steven L. Newman Real Estate Institute's Advisory Board granted the Advisory Board Award and Scholarship to Ariel Broome, a full-time MBA student with a concentration in Real Estate and Finance.
- Real Estate Research Newsletter: The Institute disseminated the first issue of the Real Estate Research e-Newsletter in December 2020. The newsletter covered the most recent journal publications and working-papers studied by our real estate faculty and a Ph.D. student. We plan to share our research activities regularly once or twice a year.
- Student Achievements: Andrew Cohen and Xiaohui (Ruby) Shi, students in our MS in Real Estate program, received the 2020/2021 Real Estate Lenders Association (RELA) scholarship. With the scholarship, the students are invited to the organization's virtual events and connected with the RELA board members through a mentoring program.
- 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 analytical skills in real estate decision making. The Institute also offers the Online Real Estate Finance Boot Camp. We plan to open the summer session from this year to provide our certificate courses more frequently.

Lawrence N. Field Center for Entrepreneurship

Curriculum: A new undergraduate major and minor in Entrepreneurship and a new interdisciplinary minor in Social Innovation launched in Fall 2020. Enrollment in the new curriculum is up 40% from AY 19-20.

Co-curriculum: Virtual programming continued with an online open-house in January. We partnered with the Field Center at Ariel University to kick off our spring Lunch & Learn series. The Field Center is sponsoring the Baruch Black Business Expo and helped identify entrepreneurs to support the event.

Research: Spring 2021 research workshops include "Conducting Experiments" (Orsola Garofalo, Copenhagen Business School) and "Formal Modeling" (Richard Makadok, Purdue University). The Entrepreneurship Research Venture Fund is accepting rolling applications for funding entrepreneurship research by faculty and PhD students.

MakerHub: Created online training and informational modules for 3D design, electronics, virtual presentations, video editing, and mixed reality, which attracted 236 students from across Baruch. Delivered synchronous training in four courses to 126 students in the Weissman and Zicklin Schools.

Small Business Development Center: Provided 6,656 hours of assistance to 1,129 entrepreneurs, helping them secure \$96.8MM in financing and create/save more than 1,567 jobs. The SBDC currently is offering assistance to

COVID-19 affected businesses in the NYC community and working with them to prepare for the post-COVID environment.

CUNY Startups: 14 teams, representing 31 students from 10 CUNY campuses and a total of 46 participants, are registered for the Startup Accelerator. January's CUNY Hackathon had close to 700 participants.

Please see [/zicklin.baruch.cuny.edu/faculty-research/centers-institutes/lawrence-n-field-center-entrepreneurship/](http://zicklin.baruch.cuny.edu/faculty-research/centers-institutes/lawrence-n-field-center-entrepreneurship/) for more information.

Zicklin's Global Dual Programs

As of spring 2021, the Zicklin School of Business has dual-degree graduate MBA-MS 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, IÉSEG School of Management, Harbin Institute of Technology, Azerbaijan State Oil and Industry University, University of Padova, and Free University of Bozen-Bolzano. We are in the process of renewing the five-year agreement with Peking University.

In summer 2021, we are expecting 64 Chinese students enrolled in the Baruch-SWUFE 3+1 BBA program to matriculate at Baruch College to complete their final year of study. We also plan on enrolling 25 students across our MBA-MSF partner programs.

We will continue to explore opportunities to expand our global footprint. As we expand, we will remain committed to partnering with top-tier academic institutions.

The New York Confucius Institute for Global Finance at Baruch College

NYCIGF@Baruch provides the College community with non-credit Mandarin classes; programing centered on traditional Chinese culture; and events designed to illuminate the integral roles China and the U.S. play in the worldwide financial system.

During the 2020 fall semester, NYCIGF@Baruch offered four levels of extracurricular Mandarin classes: *Intro to Chinese 100 and 101 and Elementary Chinese 200 and 201*. The classes were held in a synchronous online format.

The Institute held two online cultural programs. On September 29th Dr. Zu-yan Chen of Binghamton University provided a lecture entitled *Succeeding with Confucianism* where he examined how traditional Confucian thought could be applied to contemporary life. On November 6th Professor Hong Zhan, also of Binghamton University, led an interactive seminar titled *Learning Chinese Through Music* where she presented methods of learning Chinese songs and allowed audience members to practice singing techniques.

As part of its finance programing, NYCIGF@Baruch hosted Dr. Kevin Chen, Chief Economist, Horizon Financial, on September 24th for a virtual discussion titled *The Chinese Economy: Moving Beyond COVID-19*. Dr. Chen gave a look back at how the pandemic unfolded in China, where the Chinese economy stood on the day of the talk, and what the future might hold for the world's second largest economy.

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

The Subotnick Center remains closed for the Spring 2021 semester. However, we are supporting a virtual cyber case competition with ISACA and the Baruch Cybersecurity Club. The competition will run from February to May. Plans for opening the Center will begin towards the end of the semester, with a view to reopening for the Fall semester.