

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, MBA and Doctor of Business Administration degrees. The Zicklin School also delivers a PhD in Business jointly with Baruch College and the CUNY Graduate Center.

With our spring 2022 semester under way, we are keeping our eye on the Tiger — the Chinese zodiac animal that, most appropriately, symbolizes strength and resilience in the face of adversity. An entering class of 470 new graduate students enrolled this semester. This is a slight decline from the peak of spring 2021 (499), but remains significantly higher than spring 2020 (307) and earlier years. New entrants remain highly qualified, with an undergraduate GPA (3.46) slightly higher than spring 2021 (3.42).

During spring 2022, the Office of Executive Programs will continue to offer its Zicklin Talks Business webinars, with Larry Zicklin, faculty, and business executives providing insight into today's business and economic challenges. Recent titles include "Facebook: Addiction by Design?", "Are Cryptoassets Really Cryptic?", "Good Auditors, Good Audits, Financial Failure: How Come?", and "The NYC Office Market: What Might the Future Hold?"

The fourth annual PhD Project – Baruch College Research Symposium, which will take place April 28-29, offers an excellent opportunity to build a hiring pipeline for faculty from underrepresented groups.

On the undergraduate level, the BMCC-Baruch Business Academy, which launched in fall 2021, has 25 BMCC students currently enrolled. The Academy team here at Zicklin is collaborating closely with its counterparts at BMCC to ensure that these students make appropriate progress in the program. We are also working on expanding the Academy through partnerships with LaGuardia Community College and Queensborough Community College.

Our "New York Smart. World Class Ready." marketing campaign continues with refreshed messages. Season 2 of the #WhyZicklin campaign launched in November 2021 on our Zicklin website and in digital ads and drip campaigns featured Zicklin undergraduate, graduate, and executive students across NYC's boroughs describing their experiences at Zicklin.

Zicklin continues to leverage its social media presence on Facebook, Instagram, LinkedIn, Twitter, and YouTube. Over the last year, our Instagram following has increased to over 2,300 and our LinkedIn following has grown to 16,000. Since 2020 we have been committed to growing our brand presence on YouTube. We have heavily and successfully promoted our "The New Normal in Business," and "Zicklin Talks Business" webinar series, as well as the #WhyZicklin video campaign that has earned 10,666 views across two seasons. Additionally, channel subscribers have increased from 199 to 700.

Compelling content from our ZicklinBusiness monthly e-newsletter is cross promoted on our social media channels and "News" section of the Zicklin website. The e-newsletter averages a healthy 40% open rate and 6% click rate.

Zicklin is pursuing several exciting innovations in terms of new programs, new formats, and new learning opportunities for students, outlined by department and program below. These new programs are launching with integrated digital, media, web, and email campaigns.

Zicklin Undergraduate Program (ZUGP)

As of spring 2022, there are 6,506 students enrolled in the BBA program, and 173 undergraduate business courses offered across 762 sections with enrollment of 31,144.

Majors and Tracks	Number of Admitted students
Accounting	1511
CIS - Data Analytics	187
CIS - General	229
CIS - Information Risk Management and Cybersecurity	199
Economics (BBA)	175
Entrepreneurship	126
Finance	2028

Industrial Organizational Psychology	50
International Business	164
Management - Human Resource	212
Management - Operations Management and Analytics	34
Management - Operations Management and Consulting	53
Management - Operations Management	201
Marketing - General	415
Marketing - Digital Marketing	261
Marketing - Advertising and Communications	241
Marketing - Marketing Analytics	72
Marketing - International Marketing	134
Real Estate	98
Statistics and Quantitative Modeling	116

Continuing from fall 2021 when the new BBA admission requirements took effect; for the spring 2022 semester, Zicklin admitted 454 new transfer students via the early entry path and 821 continuing students who completed the pre-fall 2021 admission requirements.

The virtual Spring 2022 Zicklin New Student Welcoming Undergraduate Orientation included a fireside chat with alumnus Marcus Cooper who is Director, Inclusion and Diversity at Twitter.

From spring 2022, a new 4-course, 12 credit business minor in Fintech is being offered for business students. Students' designating this minor will take a required course providing students with an introduction to financial technologies, focusing on financial services, capital markets, data analysis, and the coding and software employed in financial technology. Students then choose one course each from CIS, Finance, and Law.

The Zicklin Undergraduate Honors Program (ZUHP)

Zicklin Honors continues its move back to "normal" with in-person classes and workshops. We are interviewing new candidates in person for the first time since February 2020. Even more so than fall of 2021, our honors lounge is full of students. The return to campus has been extremely positive for the Zicklin Undergraduate Honors Program. Our spring 2022 cohort is extremely strong, following a record number of applications last fall. It includes 22 students whose average math SAT is 690. As usual, a majority of the students are finance majors, followed by accounting, but we are seeing growing numbers in other disciplines including marketing analytics, HR, entrepreneurship, real estate, operations, CIS and statistics.

We are very pleased to have added two new Zicklin alums to our advisory board: David Cunn, Vice Chairman and Head of Financial Sponsors Lending at JP Morgan, and our own Zicklin Honors alum, Syed Alam, an investment professional at Angelo Gordon.

Zicklin Graduate Admissions

Spring 2022 recruitment and admissions

- The office continued to deliver a large number of high-quality virtual recruitment events. During the fall semester we hosted 60 webinars and live chats to promote Zicklin's graduate programs to prospective students. The events attracted 5,700 registrants of whom 1,900 participated. The admissions team also participated in six external virtual MBA and Master's fairs.
- New virtual recruiting events were developed with faculty and proved highly popular: "Mini-Classes" were launched with faculty on popular topics to showcase the expertise of faculty and a new webinar was developed to spotlight the MBA Business Consulting Practicum.
- The office admitted candidates earlier in the application cycle. Application deadlines were brought forward to start one month earlier than last year. This enabled applicants to be reviewed, admitted, and on-boarded well in advance of the start of the spring semester.
- The office designed a new procedure using Teams software to systematically record and track the work-flow for onboarding new students for the joint use of the Office of Graduate Admissions and the Office of Graduate Programs. Staff from both offices were trained in using the collaborative data-set, which enabled earlier

academic advisement for new students. This innovation contributed to Zicklin achieving a record 64% of new students registering by the end of December, compared to 48% the year before.

- An entering class of 470 new graduate students enrolled this semester. This is a slight decline from the peak in spring 2021 (499), but remains significantly higher than spring 2020 (307) and earlier years.

Entering Class Profile

- New entrants remain highly qualified. Their average undergraduate GPA is 3.46, slightly higher than in spring 2021 (3.42).
- The average amount of full-time post-Bachelor's work experience students obtained before starting their graduate programs was 38 months, slightly lower than spring 2021 (40 months). MBA students reported an average of seven years and three months; MS students completed an average of two years and four months.
- A larger proportion of incoming students attended Baruch for their Bachelor's degrees. 39% of incoming students had previously attended Baruch, representing an increased proportion compared to spring 2021 (39%), but the same proportion as in spring 2020.
- 50 international students joined Zicklin on an F-1 visa, representing an increase of 32% from spring 2021. The number of U.S. students declined 9% from last spring.

Programs	Spring 2022 (2/4/2022)									
	Applications			Decisions					Status	
	Incomplete	Complete	Total Applications	Admitted	Deferred from prior semester	Total Admitted	Denied	Total Decisions	Deposited	Registered
Evening MBA	17	76	93	58	6	64	9	73	55	50
MS Accountancy	2	116	118	80	44	124	23	147	115	106
MS Business Analytics	16	71	87	42	15	57	20	77	46	44
MS Finance	7	107	114	65	29	94	35	129	80	67
MS FRM	1	13	14	9	4	13	1	14	13	12
MS Info. Systems	6	100	106	66	39	105	22	127	97	86
MS Marketing	6	76	82	42	19	61	21	82	49	44
MS QMM		8	8	5	1	6	3	9	4	3
MS Statistics	1	15	16	10	9	19	3	22	18	13
MS Taxation	2	40	42	30	20	50	4	54	46	45
Total	58	622	680	407	186	593	141	734	523	470

Graduate Career Management Center

- In 2021, the GCMC had 2,427 appointments with 1,144 unique students and alumni. The GCMC also served students through virtual career workshops, which 1734 Zicklin graduate students and alumni attended and 1883 non-Zicklin graduate students attended, for a total of 3617 CUNY students and alumni attending virtual workshops.

- Over 15,000 internships and fulltime job opportunities were posted in Handshake in 2021 by companies, alumni, and employer partners.
- In 2021, individuals from over 120 companies and organizations took part in virtual events to interact and engage with Zicklin students, including the Accounting Career Fair, individual information sessions, networking events, Boot Camps and graduate student club events.

Zicklin Graduate Programs

Spring 2022 Enrollment as of February 9, 2022

MS	NEW	CONT	TOTAL
ACC	106	310	416
MSBA	44	257	301
ENT	0	1	1
FIN	67	237	304
FRM	12	25	37
IS	86	266	352
MKT	44	179	223
QMM	3	34	37
RES	0	40	40
STA	12	80	92
TAX	45	121	166
	419	1550	1969
MBA	NEW	CONT	TOTAL
EVE	49	546	595
FT	0	61	61
	49	607	656
<i>Total</i>	468	2157	2625

The Office of Graduate Programs continues to refine and embellish virtual orientation programming for Zicklin MBA and MS students, including hosting a Diversity, Equity, and Inclusion session led by Dr. Ludmila Praslova, editor of the upcoming book “Evidence-Based Organizational Practices for Diversity, Inclusion, Belonging and Equity” (Cambridge Scholars).

Academic advisors have been experimenting with non-traditional office hour advising sessions and appointments to better accommodate students who are working professionals. Additionally, the launch of NAVIGATE facilitates appointment scheduling and tracking for both students and advisors.

Approximately 60 Graduate Teaching Assistants were hired to provide support to academic departments and faculty, as well as three graduate student tutors that collaborate with SACC to provide academic support for students in ACC 9110, FIN 9770, and STA 9708.

Zicklin Executive Programs

While our classes last fall were a mix of in-person and online, beginning in February the executive classes are fully in-person. This is more than just a return to the way things were: all of us – students, faculty, and students – are enjoying new energy and a fresh sense of opportunity.

We are now in our key period of recruiting for new fall classes. These include three master’s programs: the Executive MBA (EMBA), Executive MBA in Healthcare Administration (EMBA HCA), and the Executive MS in Human Resource Management (EMS HRM). We are also recruiting students for a new cohort in the Doctor of Business Administration Program (DBA).

We continue to coordinate the Zicklin Talks Business webinar series, in which Mr. Larry Zicklin engages in an open conversation with faculty and practitioners on subjects of current business interest. Recent webinars have covered audit failures, featuring faculty guest Sr. Assoc. Dean Paquita Davis-Friday, and crypto assets, featuring Baruch alumnus Mr. Charles Hwang and Prof. Nizan Geslevich Packin.

Personnel. We have new academic leadership in two degree programs. Prof. Andreas Grein has accepted the responsibility of guiding the EMBA program, and Prof. Ana Valenzuela has accepted the leadership of the DBA program. We thank each for assuming their new roles as Academic Directors and wish them the best in their programs.

We recently welcomed Ms. Susanna Pangestu to our staff. Her primary responsibilities are in financial and administrative operations, and in working with students.

PhD Program

The PhD Program in Business is in the process of recruiting for the upcoming fall 2022 cohort. Our fall 2021 graduates include: Anh Luong (IS) who accepted a faculty position at the University of Warwick (UK), Muhammad Jawad (IS) accepted a teaching position at New Jersey City University and Lei Lei (FIN) is joining the faculty of the Southwestern University of Finance and Economics in Chengdu, China.

We launched a new collaboration with the Advance Science Research Center at the Graduate Center. Professors Scott Newbert (Management, Baruch College; Director of the Lawrence N. Field Center of Entrepreneurship) and Rein Ulijn (Chemistry, Hunter College; Director of ASRC), have developed a new innovative, interdisciplinary course to teach graduate students in the natural sciences who are interested in learning more about tech transfer and commercialization of technology research. Scott and Rein taught the inaugural class in fall 2021 with great success.

The program recently received generous gifts from former doctoral faculty Dr. Donald J. Vrendenburgh (MGT) and Dr. Joseph B. Weintrop (ACCT) which, starting this year, will endow fellowships and research grants for doctoral students.

We were happy to welcome back our doctoral students to campus and teach classes and work with them in in-person formats again.

The Allen G. Aaronson Department of Marketing and International Business

- The Department continued its major curriculum reform efforts and made numerous changes in the undergraduate Digital Marketing Track including the following: The old Internet Marketing course was restructured as an Advanced Digital Marketing course to cover more cutting edge and technical topics. Likewise, the Social Media Marketing course was updated significantly and turned into a required course to parallel its strategic importance in contemporary business.
- The Department's spring seminar series is hosting well-known scholars from the University of Pittsburgh, UT-Austin, and BU for MKT, and Harvard, Kyoto University, University of South Carolina, National University of Singapore/KAIST and University of Minnesota for the IB area.
- Ana Valenzuela published in JCP (FT-50 journal) jointly with two former MKT PhD students. Ana is joining the Editorial Boards of IJRM and JIM. She is currently a member of the board of the Association of Consumer Research.
- Mahima Hada is joining the Editorial Review Boards of JM and JCP, both FT-50 journals. This year she is serving as the co-chair of the prestigious John A. Howard/AMA Doctoral Dissertation Award Committee.
- Adjunct Lecturer Linda Gharib was reappointed to the National Advertising Review Board – the appellate body for the US advertising industry's system of self-regulation.
- As part of our partnership with Universal McCann Worldwide, which started in fall 2021, Advertising and Marketing students are being offered nine-week Media Certificate Programs that train them in fundamentals of the media advertising industry.
- The Advertising Campaigns class will compete in the American Advertising Federation's renowned National Advertising Student Competition.

The Stan Ross Department of Accountancy

The faculty of the department of accountancy recently published the following articles in FT50 journals:

- Seil Kim (with J. Kang and S. Oh), "Does board demographic diversity enhance cognitive diversity and monitoring?" *The Accounting Review*; Forthcoming.
- Kalin Kolev (F. Heflin and B. Whipple). "The risk-relevance of non-GAAP earnings." *Review of Accounting Studies*; Forthcoming.
- Heemin Lee (with P. Berger). "Did the Dodd-Frank whistleblower provision deter accounting fraud?" *Journal of Accounting Research*; Forthcoming.
- Carol Marquardt (R. Huang and B. Zhang), "Revenue-expense matching and performance measure choice." *Review of Accounting Studies*; Forthcoming.
- Monica Neamtiu (with S. Bonsall and K. Koharki). "The disciplining effect of credit default swap trading on the quality of credit rating agencies." *Contemporary Accounting Research*; Forthcoming
- Igor Vaysman (with J. Bertomeu and W. Xue), "Voluntary versus mandatory disclosure." *Review of Accounting Studies* 26, June 2021, 658-692.

Faculty also continue to present their research at prestigious academic research conferences: Donal Byard at the Hawaii Accounting Research Conference (HARC), January 2022; Mingcherng Deng and Jihwon Park at the AAA Financial Accounting and Reporting Section (FARS) Mid-Year Meeting, January 2022; Donal Byard and Heedong Kim at the AAA International Accounting Section (IAS) Mid-Year Meeting, January 2022.

As part of the department's weekly research seminars this semester, the department hosted seminars by: Edgar Rodriguez-Vazquez (University of Washington), Rachel Flam (Texas A&M), Mark Piorkowski (Boston College), Danye Wang (NYU), Diana Weng (Univ of Missouri-Columbia), Andrea Tillet (Florida State University), Katie Lem (University of Washington), and Michael Guo (Boston University).

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.

Dr. Robert Schwartz, with his co-director Deniz Ozenbas, is continuing to run the Center for Trading and Financial Markets Research. The Center is in process 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 is in the process of introducing a new program: MS in Finance FinTech Track. The new track is an inter-discipline collaboration with courses from the finance, CIS and law departments. It allows student to gain expertise in the technological changes around financial innovation.

On September 24, 2021, the Department invited Professor Kim from Santa Clara University to give an in-person/Zoom talk titled "Tokens, DApps, and DAOs" to over 150 students.

The Department has obtained CFA university affiliation for the BBA Finance program and the MS Finance and MS Financial Risk Management programs.

The William Newman Department of Real Estate

- The Real Estate programs at Baruch College earned the top 5 placement in the *Best Real Estate MBA Programs* and 12th in the *Best Master's Degrees in Real Estate* by the Best Accredited Colleges' 2021 Ranking.
- During the fall 2021 semester, the Department of Real Estate organized virtual real estate career events, including the "Real Estate Finance Virtual Panel: Acquisitions, Underwriting and Valuation, Due Diligence and Asset management" jointly with Future Housing Leaders at Fannie Mae (October 2021), and "Real Estate Career Webinar" with Urban Land Institute's Women's Leadership Initiative (December 2021).
- Real estate students entered the Kislak Real Estate Competition, hosted by Monmouth University, and came in 3rd place in November 2021.

- Our students received various real estate awards and scholarships. The scholarships include Joanne C. Wittlin Memorial Scholarship, Jerome S. Berg Scholarship, Durst Family Scholarship, Robert and Marian Lowenfish Endowed Scholarship, Mortgage Bankers Association of NY (MBA of NY) 2021 Scholarship, the International Council of Shopping Centers (ICSC) Foundation Scholarship, and Association of Real Estate Women (AREW) Scholarship.
- Assistant Professor Sophia Gilbukh was interviewed for an article on *HousingWire*: The Problem with banning pocket listings. She was also invited to a podcast, "A real estate professor weighs in on the future of MLSs," and wrote an article in *ProMarket*, "How to Make the Market for Real Estate Agents More Competitive." Professor Gilbukh also interviewed with The Real Deal: "Number of new agents soars past pre-pandemic levels."

The Paul H. Chook Department of Information Systems and Statistics

- The department welcomed a new Assistant Professor in Information Systems, Dr. Ecem Basak, who received her PhD in MIS at the University of Illinois, Chicago and conducts research at the intersection of the sharing economy, data analytics, and transportation.
- Prof. Shuting Wang won a Northeast Big Data Innovation Hub seed grant of \$25,000 to study the existence and influence of patients' preferences for local physicians.
- On November 12th, 2022, the department hosted our annual fall event for students, alumni, faculty, and staff. A panel of four industry experts explored issues at the intersection of the metaverse and its potentialities in reorganizing the way people work and play. More than 100 people attended virtually.
- As part of our department's continuous curricular innovation, we will be offering a new course on Robotic Process Automation (RPA) in the summer 2022 term.
- The department, in collaboration with the Starr Career Development Center, applied for and won a \$25,000 grant from NYC Tech Talent Pipeline to help fund the Technology Leadership Development Program at Baruch College.
- Distinguished Lecturer Gideon Pell served as the advisor to a four-student team that competed in this year's Bloomberg Global Trading Challenge and placed 31st out of 496 teams.
- Audite Talukder, a BBA student majoring in CIS (Cybersecurity) was the only Baruch student admitted to the inaugural cohort of the Break Through Tech A.I. Program, offered by Cornell Tech to help college women (trans and cis), nonbinary, and other underrepresented groups to prepare for careers in Artificial Intelligence as Machine Learning Engineers.

The Narendra Paul Loomba Department of Management

In spring 2022, we welcomed Assistant Professor Tsedale Melaku in our Business, Society and Sustainability area.

Our Business Consulting Program is expanding with new course offerings in the undergraduate honors program, the Operations Management major and the Baruch-Balzano International Program. Big-three consulting firms have started recruiting our students in client-facing roles.

Entrepreneurship faculty partnered with the CUNY Advanced Research Science Center and Hunter College, launching a team-taught PhD course for STEM students seeking to commercialize their scientific inventions. Romi Kher and Scott Newbert received the Best Social Entrepreneurship Paper Award from the Academy of Management Conference.

Operations Management group started offering two new doctoral courses in the ODA program, a new undergraduate course in project management, and is hosting 14 research seminars in AY 21-22.

Human Resources and Organizational Behavior Group hosted the second semi-annual TEAM Day with over 250 students participating throughout the College; developed a new minor in Leadership & Teams; and launched version 2.0 of the blogs@Baruch Teaming website.

Ivan Montiel and Cynthia Thompson are co-recipients of a grant to fund 10 undergraduate Climate Scholars and Cynthia Thompson is facilitating the Inclusive Pedagogy seminar series.

In our Strategy Group, Naomi Gardberg was appointed as an Associate Editor of the Journal of Business & Society; served as co-editor of a special issue of *AIB Insights* on 'Managing Reputations across Borders'; and participated in

the Council for Foreign Relations World 101 program. Professor Lauren Aydinliyim was also interviewed and quoted in [NPR's Planet Money](#) regarding employee non-compete agreements.

Department of Law

The Department of Law is pleased to report that Professor Elliot Axelrod recently became Chair of the Baruch Faculty Senate standing Committee on Educational Policy.

In other news, professors are actively engaging in Zicklin Talks Webinars, faculty talks with Larry Zicklin designed to highlight current issues and faculty expertise and research. Prof. Packin thus participated in Are Cryptoassets Really Cryptic in December 2021 and Professors Abbott and Watnick will engage with Larry Zicklin in additional webinars this spring on risk and whistleblowing. Details to follow!

We are also pleased to report that our faculty are actively involved in research. Prof. Edelman published a book, "Esports and the Law: A Game Plan for Business and Legal Trends with the American Bar Association, and faculty have published widely in prestigious journals such as the William & Mary Law Review and the NYU Environmental Law Journal, among others. Our faculty also continue to be regular contributors to Forbes and Prof. Packin published on Feb. 8, 2022, a piece about Regulatory Enforcement and Crypto Assets: <https://www.forbes.com/sites/nizangpackin/2022/02/08/regulation-by-enforcement-and-crypto-assets/>.

In addition to research, our faculty are actively engaged in service and teaching, attending hyflex and other CTL initiatives at Zicklin and actively engaged in developing the new business writing across the curriculum initiative.

The Office of Accreditation and Curriculum Management

The Office of Accreditation and Curriculum Management continues to evaluate student learning via regular collection and assessment of undergraduate and graduate student work and coordination of continuous improvement efforts with the faculty. We have also been working with the Baruch Office of Assessment, Accreditation, and Institutional Effectiveness and our own Zicklin Graduate Programs office on creating and disseminating student surveys. We are also examining a shift from BPL to major capstone courses of the BBA program assessments. In 2022 we are also working to better our curriculum management efforts by leading the departments in a periodic review and revision of their major program learning goals (of particular importance now because of the recent revisions to the Zicklin undergraduate curriculum) and to revise and update the BBA and MBA curriculum mapping.

The Weissman Center for International Business

Myung-Soo Lee, the Center's director since July 2021, is developing a new five-year strategic plan for the period 2022-2027 to be presented for approval at the June 2022 advisory council meeting.

It is unclear when study abroad and other international student programs will resume their normal in-person format. The Study Abroad Office (SAO) adopted a "twin-track" approach to prepare outgoing study abroad students while ensuring academic continuity. Eight students will be sent abroad in the spring 2022. The SAO hosted 59 students from 13 exchange partner universities in the fall 2021, the first group of in-person exchange students since spring 2020, and 31 students in the spring 2022. The Center also sponsored virtual internships abroad, a virtual study abroad experience, and hosted two virtual study abroad fairs.

The Center continues to provide program support to the undergraduate International Business major and the Graduate MS in Marketing/IB concentration.

The online format also offered possibilities to overcome geographic distance. The Center sponsored virtual practicums with overseas companies for the undergraduate international business capstone. The International Business Faculty Seminar series, coordinated by Professor Lilac Nachum, continued online featuring leading academics from top universities around the world.

The Mitsui Lunch-time Forum series held three successful Zoom events during the fall 2021. Joshua Schuster, Founder and Managing Principal of Silverback Development and BCF Trustee, was the first speaker in spring 2022. He shared his insights on the metaverse.

The virtual masterclass series, *A Tour of the World in Six Artworks*, continues to be an audience favorite.

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

Professor Doug Carmichael chaired RZCCI's [Ensuring Integrity: The 16th Annual Audit Conference](#) on November 30 & December 1, 2021. The Conference was headlined by Sustainability Accounting Standards Board Member Marc Siegel and included policy setters from the Financial Accounting Standards Board and the Securities and Exchange Commission. Attendees included partners from the Big 4 accounting firms.

RZCCI also held several programs on corporate social responsibility and corporate governance during the fall 2021 semester. In our September 2nd event, [Global Minimum Corporate Tax](#) (GMCT), an expert panel discussed the recent progress toward a GMCT, the prospects for its success, and the implications for economies worldwide. Also in fall 2021, the Center welcomed *New York Times* reporter, Kashmir Hill. As part of the Center's Programs on Tech Ethics, Director, Professor Yafit Lev-Aretz led a discussion with Ms. Hill on the [Slander Industry](#) in which they examined the cozy relationship between websites with salacious content and reputation management firms, ethical boundaries, and regulatory challenges.

RZCCI has a full slate of programs scheduled for the spring 2022 semester including the 19th Annual Financial Reporting Conference led by Prof. Norman Strauss on May 4th & 5th. The conference will be headlined by newly appointed Chair of the Public Company Accounting Oversight Board, Erica Williams. A complete listing of upcoming and past programs can be found [online](#).

The Steven L. Newman Real Estate Institute

- In November 2021, the Steven L. Newman Real Estate Institute co-hosted a virtual career panel with the International Council of Shopping Centers (ICSC), titled "Pre/Post Pandemic Commerce Innovation." The panelists, including Glenn Rufrano, ICSC Chairman of 2022, shared the high-level conversation on how the marketplaces industry has adapted to the demands of consumers living through the COVID-19 pandemic.
- Many of the Institute's board members and industry professionals joined our classes online as guest speakers during the fall 2021 semester and shared valuable career insights/advice with the students. Among the invited board members are Francis Greenburger, (Chairman and CEO of Time Equities, Inc.), Joseph Moinian (Founder and CEO of the Moinian Group), Miki Naftali (Chairman and CEO of the Naftali Group), and Kenneth F. Bernstein (President and CEO of Acadia Realty Trust).
- The Institute disseminated the 12th issue of the Steven L. Newman Real Estate Institute e-Newsletter in December 2021. We share real estate career events, student achievements, faculty research, and Department and Institute news in the newsletter every semester.

Lawrence N. Field Center for Entrepreneurship

Curriculum: The new undergraduate curriculum, launched in AY 20-21, has resulted in the largest enrollment numbers in almost a decade. An online certificate in innovation and creativity is planned for fall 2022.

Co-curriculum: The inaugural "Essence of Entrepreneurship" art mural design competition, an interdisciplinary approach to communicating the spirit of creativity in entrepreneurship in art form, is currently open to all Baruch students.

Research: The Field Center will host three research workshops in spring 2022. The Entrepreneurship Research Venture Fund supported research published in multiple FT50 journals in fall 2021.

MakerHub: Provided 1,047 contact hours of student training in 3D design, electronics, and virtual presentations over the past two semesters and will offer a mix of in-person and online instruction in spring 2022.

Small Business Development Center: Provided 4,500 hours of assistance to 847 entrepreneurs, helping them secure \$2.5MM in financing and create/save more than 1053 jobs.

CUNY Startups: This month we launched CUNY CLASH, a new CUNY-wide ideas competition open to all students from all majors. We anticipate 200+ student entrants and 30+ industry professionals.

Blackstone LaunchPad: Secured a three-year, ~\$500,000 grant to support entrepreneurship programming. In the Fall Ideas Competition, a Baruch student was one of four national winners. This spring we are supporting multiple students in the national Startup Grind competition in San Francisco, several student internships, and a new course where students assist rural entrepreneurs in Panama.

Zicklin's Global Dual-Degree Programs

As of spring 2022, the Zicklin School of Business has global dual-degree agreements with the following partners: Peking University, Renmin University of China, University of Science and Technology Beijing, Shanghai International Studies University, Xi'an Jiaotong University, IÉSEG School of Management, Harbin Institute of Technology, Azerbaijan State Oil and Industry University, University of Padova, and Free University of Bozen-Bolzano.

In summer 2022, we are expecting 74 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 approximately 25 students as part of our global dual degree programs.

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

The Center reopened for the fall 2021 semester (initially on a reduced capacity), with online access to Bloomberg continuing to be made available to faculty and staff. The Center hosted three CIS classes and 15 workshops. Plans for the spring semester include hosting more classes and workshops, along with other special events, such as providing resources to support teams in training for trading competitions such as Rotman, and supporting the cyber case competition sponsored by ISACA. We also intend to explore the possibility of sponsoring webinars and hosting (outside) corporate events.