

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 Spring 2023 under way, an entering class of 337 graduate students enrolled this semester, representing a decrease from Spring 2022 but remains higher than in spring 2020. Among them are 77 international students from 27 countries, an increase of 54% since last Spring. New entrants remain highly qualified, with an undergraduate GPA of 3.42. 70 students enrolled from under-represented minority backgrounds, comprising 32% of U.S. residents, which is the highest proportion of the entering class on record.

The Office of Executive Programs continues 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 "Facial Recognition Technology: For Good or For Evil?," "The Dark Side of Social Media," and "Inside the NBA Bubble: How Black Players Performed Better without Fans." Episodes of the Zicklin Talks Business series have also been reformatted and aired regularly on CUNY TV.

Spearheaded by the Zicklin School's Lin Peng, Professor and Krell Chair in the Bert W. Wasserman Department of Economics and Finance, and sponsored by the Zicklin School of Business, the *Baruch as a Climate Change Hub* conference will take place March 10 and will showcase interdisciplinary work on climate change by Peng and other faculty across the College.

The ZicklinBusiness monthly e-newsletter, launched in 2020, continues to win new audiences with student and alumni success stories and other compelling content, which is cross-promoted on our social media channels and the News section of the Zicklin website. The e-newsletter consistently earns an open rate of over 40%. One of our success stories, Lisa Radcliffe (MBA, '17), a mom who got her MBA after a 25-year career leading technology companies, was named a 2023 Influential Leader by the AACSB.

The #WhyZicklin video campaign has expanded to a total of 44 videos of unscripted student stories and faculty interviews, which have earned over 25,000 views. Zicklin's LinkedIn advertising campaign for graduate and executive programs continues to successfully produce prospective student leads for Fall 2023 and Spring 2024 semesters.

Zicklin continues to leverage its social media presence on Facebook, Instagram, LinkedIn, Twitter, YouTube, and TikTok with a combined following of over 35,000. We are continuing to grow Zicklin's brand presence on YouTube and successfully promote a variety of videos with total views hitting 82,000 since the channel's launch in 2017.

The [Baruch Business Academy](#), which launched in Fall 2021, has expanded to serve 135 students this semester after enrolling 58 new students for Spring 2023. The program now supports 102 students from Borough of Manhattan Community College (BMCC) and an inaugural cohort of 33 students from our newest partner, Queensborough Community College (QCC). This semester we also welcomed our pilot group of three Academy students who were the first to complete their Business Administration A.S. degrees at BMCC and successfully transition into Zicklin through this pipeline. The Academy provides a transparent, supportive path for students to transition from their community college to Baruch, empowering transfer students from diverse backgrounds on their trajectories to and through Zicklin. We look forward to launching the program with LaGuardia

Community College (LGCC) this semester, and we are preparing to welcome even more Academy students to Zicklin in Fall 2023.

Course Scheduling and Enrollment Monitoring Initiative

Zicklin School's new **course scheduling and enrollment monitoring initiative** uses data-driven operations management principles to strike a balance between satisfying students' interests and needs versus avoiding excessive empty seats. More specifically, we routinely identify bottleneck courses by tracking three key performance indicators (KPIs) at course-, department-, program-, and school-level *before* and *during* each registration period.

These KPIs are flow rate, utilization, and idle capacity.

- **Flow rate** is the minimum of demand per period and offered seats per period; in our context, it is the "enrollments per period."
- **Utilization** is the ratio of flow rate to capacity; in our context, it is the ratio of "enrollments per period" to "offered seats per period."
- **Idle capacity** is the difference between capacity and demand; in our context, it is "offered seats per period" minus "enrollments."

We operationalize these KPIs according to the following two principles:

- i. From one planning period to the next, we strive to improve flow rate (enrollments) while not increasing the utilization (enrollments / offered seats).
 - In winter/spring'23,
 - ◇ Zicklin-wide enrollments reached **40,067** – a **2.48% improvement** over winter/spring'22.
 - ◇ Zicklin-wide utilization was **85.12%** – a **3.36 percentage point improvement** over winter/spring'22.
 - In winter/spring'23,
 - ◇ Zicklin-UG-core enrollments reached **18,449** – a **6.35% improvement** over winter/spring'22.
 - ◇ Zicklin-UG-core utilization was **91.83%** – a **4.24 percentage point improvement** over winter/spring'22.
- ii. From one planning period to the next, we strive to keep empty seats (offered seats – enrollments) as uniformly distributed across sections as possible to avoid excessive idle capacity.
 - In winter/spring'23,
 - ◇ Utilization exceeded 95% in **7 time/day blocks** as opposed to **19 time/day blocks** in winter/spring'22.
 - ◇ Coefficient of variation of utilization across time/day blocks was **9.60%** as opposed to **17.38%** in winter/spring'22.

We achieved these improvements while successfully transitioning back to primarily in-person instruction. Specifically, Zicklin students enrolled in **34,471 physical seats** in winter/spring'23 as opposed to **29,157 physical seats** in winter/spring'22 – a **18.23% improvement**.

Zicklin Undergraduate Program (ZUGP)

As of Spring 2023, there are 6,562 students enrolled in the BBA program, 163 undergraduate business courses offered with 698 sections and seats enrolled totaling 32,782; an increase of 1,638 (5.26%) compared to Spring 2022.

Majors and Tracks	Number of Admitted students
Accounting	1488
CIS - Data Analytics	207
CIS - General	297
CIS - Information Risk Management and Cybersecurity	218
Economics (BBA)	166
Entrepreneurship	122
Finance	2013
Industrial Organizational Psychology	47
International Business	168
Management - Human Resource	207
Management - Operations Management and Analytics	53
Management - Operations Management and Consulting	94
Management - Operations Management	121
Marketing – General	412
Marketing - Digital Marketing	287
Marketing - Advertising and Communications	247
Marketing - Marketing Analytics	77
Marketing - International Marketing	130
Real Estate	106
Statistics and Quantitative Modeling	102

Continuing from Fall 2021 when the new BBA admission requirements took effect; for the Spring 2023 semester, Zicklin admitted 992 students via the early entry path, 32 students via the regular entry path and 147 continuing students who completed the pre-fall 2021 admission requirements.

The virtual Spring 2023 Zicklin New Student Welcoming Undergraduate Orientation included a fireside chat with alumna Michelle Sarria, Director, Human Resources at GrowNYC, which oversees

60+ farmers markets and is devoted to eliminating food insecurity across NYC. Michelle emigrated from Peru and completed her Associates Degree at Queensborough Community College, before transferring to Baruch.

The Zicklin Undergraduate Honors Program (ZUHP)

Zicklin Honors conducts admissions twice yearly so that students are able to apply as soon as they are accepted into Zicklin. Our fall 22 admissions cycle saw a record number of applicants: 88 students applied. We accepted a cohort of 24 students who began classes this semester. Although the number of applicants who have SATs has dropped significantly, the mean Math SAT of admitted students who reported scores was 725.

Six students graduated in December 22. 78 students are currently enrolled. Finance students comprise approximately 50% of our majors. Specifically, we have the following:

ACC	CIS	EOC	FIN	IB	I/O	MKT	MGT	RE	STAT
6	6	3	38	2	1	9	10	1	2

We have 23 seniors who are expected to graduate in June 23. The rest are upper sophomores and juniors.

In spring 23, we are piloting a new course, modeled after the honors thesis, in which students conduct individual research projects. We are also offering a course taught by the president of the Foreign Policy Association in which students meet with different ambassadors and foreign dignitaries to discuss and analyze important current events. We continue to work with our Advisory Board and are currently reviewing applications for our new \$1,500 Merit Awards. These awards are being funded by the Advisory Board on an annual basis. Board members will interview applicants as part of the decision process, and final selections will be made at the end of the spring semester.

Zicklin Graduate Admissions

Recruitment

The office continued to deliver a large number of high-quality virtual recruitment events. During the Fall semester the admissions team hosted 48 webinars and live chats to promote Zicklin's graduate programs to prospective students. Events included graduate program webinars, faculty mini-classes and a webinar focusing on diversity. Overall, the events attracted 4,965 registrants of whom 1,936 participated. The office offered 403 one-to-one admissions counseling appointments. Representatives also participated in 13 external MBA and Master's fairs in NYC and India.

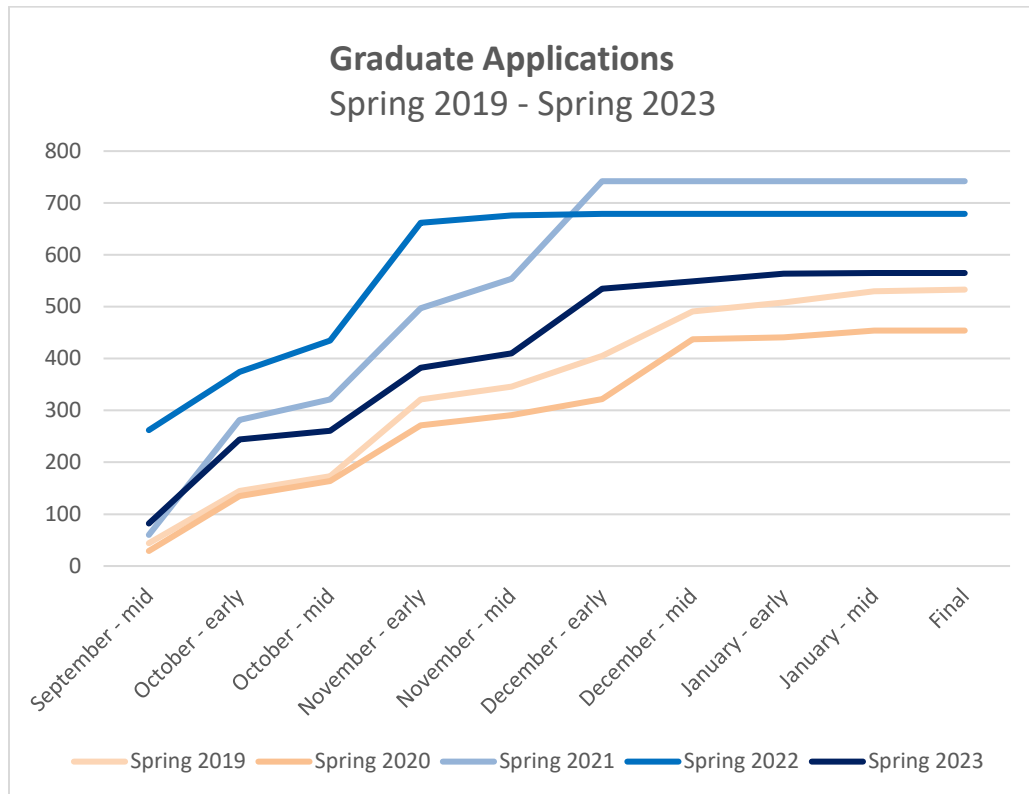
Applications

- We received 565 applications, representing a decrease of 17% from Spring 2022. However, applications remain higher than prior to the pandemic (in Spring 2020 we received 454 applications).
- International applications increased 11% compared to Spring 2022. The top three countries were India, China, and Bangladesh.
- U.S. domestic applications declined 28%, continuing the trend from last year.

Entering Class

- An entering class of 337 new graduate students enrolled this semester. This is a decrease of 28% from Spring 2022 but remains higher than in Spring 2020.

- New entrants remain highly qualified with an average undergraduate GPA of 3.42.
- 77 international students from 27 countries joined Zicklin, an increase of 54% from last Spring.
- 70 students enrolled from under-represented minority backgrounds, comprising 32% of U.S residents, which is the highest proportion of the entering class on record.



Programs	Spring 2023 (01/27/2023)									
	Applications			Decisions					Status	
	Incomplete	Complete	Total Applications	Admitted	Deferred from previous semester	Total Admitted	Denied	Total Decisions	Deposited	Registered
Evening MBA	16	51	67	44	16	60	3	63	51	48
MS Accountancy	2	74	76	58	10	68	11	79	62	55
MS Bus.Analytics	19	86	105	64	21	85	17	102	70	60
MS Finance	17	79	96	51	20	71	19	90	61	45
MS FRM	3	18	21	12	2	14	4	18	13	9
MS Info.Systems	3	75	78	55	14	69	9	78	62	52
MS Marketing	7	64	71	36	7	43	21	64	39	29
MS QMM	0	7	7	7	1	8	0	8	6	6
Real Estate	0	0	0	0	1	1	0	1	1	1
MS Statistics	0	15	15	10	2	12	3	15	10	7
MS Taxation	1	28	29	23	8	31	2	33	30	25
Total	68	497	565	360	102	462	89	551	405	337

Graduate Career Management Center

Over 11,500 internships and fulltime job opportunities were posted in Handshake in Academic Year 2022 by companies, alumni, and employer partners. In the academic year, 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 recruiting and information sessions, networking events, Boot Camps and graduate student club events. The GCMC's Employment Report and success stories may be found:

<https://zicklin.baruch.cuny.edu/academic-programs/graduate/student-experience/gcmc-graduate-career-management-center/outcomes-and-success-stories/>

In the academic year, the GCMC had 2,324 appointments with 1,090 unique students and alumni. The GCMC also served students through virtual career workshops, which 1,764 Zicklin graduate students and alumni attended and 1,347 non-Zicklin graduate students attended, for a total of 3,111 CUNY students and alumni attending virtual workshops. The GCMC has a very active presence on social media with 5,000+ LinkedIn group members, 500+ YouTube subscribers, and 4,000+ Instagram, Facebook and Twitter followers combined.

Zicklin Graduate Programs

Spring 2023 Enrollment as of 2/15/2023			
	New	Continuing	Total
Full-Time MBA	0	72	72
Evening MBA	48	497	545
	48	569	617
MS ACC	55	345	400
BUS ANYL	59	244	303
ENT**	0	0	0

FIN***	44	296	340
FRM	10	30	40
IS	51	258	309
MKT	29	153	182
QMM	6	31	37
RES**	1	42	43
STA	7	80	87
TAX	25	132	157
	287	1611	1898
	335	2180	2515

***MS ENT no longer admitting. MS RES does not accept new students in Spring; this was an exception.*

****MS FIN includes 22 continuing global students.*

(51 Evening MBA Accountancy; 494 Evening MBA General)

(6 FTMBA Accountancy; 66 FTMBA General)

The Office of Graduate Programs welcomed three new staff members. Donelle Bailey, Cassandra Constant, and Ken Eng started in Fall 2022 and are currently focusing on advising students enrolled in our MS programs.

- Nahida Rahim (Graduate Programs) and Justyn Makarewycz (GCMC) have been partnering to better mobilize students to participate in case competitions. Three Zicklin MBA Class of '23 candidates—Omar Alrifai, Daniel De Blois, and Dean Gavindane—won the 2022 Zurich Enterprise Challenge, an international competition hosted by Zurich Insurance Group. In this academic year alone, over 140 Zicklin graduate students participated in multiple case competitions. This has been possible with the help of faculty who volunteer to advise student teams including: Ken Abbott, Andy Grein, Avinash Jairam, Nanda Kumar, Gideon Pell, Thomas Piskula, Jack Pullara, Replaced Samakshi, Jason Tseng, and Yu Yue.

Zicklin Executive Programs

This is our key recruiting time for fall classes for the Executive MBA (EMBA), Executive MBA in Healthcare Administration (EMBA HCA), Executive Human Resource Management (EMS HRM), and the Doctor of Business Administration (DBA) degree programs.

The destination of this year's international study tour is San José, Costa Rica. Students will meet and interact with C-suite executives from a wide array of industrial and service businesses, as well as government agencies and NGOs. The students will examine the unique aspects of Costa Rica's history, culture, and environment, and develop an understanding of their impact on the country's businesses, especially medical and environmental tourism, and manufacture of medical devices and electronics. The international study tours are unique experiences for students and are the culminating experience in each master's degree program.

Special events this spring include our annual reception for alumni and current executive students. This year's keynote speaker will be Dr. Errol Pierre, DBA '22, speaking on "Diversity Efforts: Moving from Intention to Action."

The Zicklin Talks Business webinar series, featuring Larry Zicklin, has recently featured sessions on how black professional basketball stars performed better without fans in the NBA's pandemic bubble and how corporate proxies are voted and impact their firms. Planned for March is a session on facial recognition technology and the balance between its potential uses for good and its risks for privacy.

We have recently welcomed two new staff members: Esperanza Martin is Assistant Director, Student Services, and Marjorie Calixte is Coordinator for Admissions & Student Services.

PhD Program

The PhD Program in collaboration with Profs. Rein Ulijn (faculty in Chemistry Program and Director of ARSC Sensor CAT), Karl Lang (EO of the Business Program), and Scott Newbert (faculty in the Business program and Director of Baruch College's Lawrence N. Field Center for Entrepreneurship) have designed an innovative, interdisciplinary course curriculum to teach students in the natural sciences who are interested in learning more about tech transfer and commercialization of research. This course better prepares our students interested in nonacademic jobs following completion of their PhD.

This course titled, "Intro to Entrepreneurship and Tech Transfer" was piloted last fall as a "Special Lectures in Chemistry" course for 3 credits, co-instructed by Profs. Scott Newbert and Rein Ulijn. Professor Scott Newbert's expertise and experience in teaching innovative business curricula and training the next generation of entrepreneurs are crucial to the successful delivery of this course.

The Allen G. Aaronson Department of Marketing and International Business

- The Department was honored with a grant to join the CUNY Inclusive Economy Initiative. The project goals are to 1) increase the number of the department's students graduating with job offers, 2) help students earn salaries that are on-par with their peers in the market, 3) grow the number of businesses hiring the department's students, and 4) increase the number of students who have paid internships during their education. To this end, the Department hired an Industry Employment Specialist (Elizabeth Mendoza) and a Career/Academic Advisor (Troy Thompson) who are embedded in the Department and report to Chair Nermin Eyuboglu.
- The Department successfully hired three junior faculty members who will join in Fall 24: Priya Rangaswamy (Texas A&M University) in Strategy, Shyamala Sethuram (Rutgers University) in International Business and Wei Lu (University of Toronto) in Quantitative Marketing.
- The Department is in the process hiring four Lecturers for Fall 24.
- Marketing and International Business (IB) Research Seminars are in full swing. In Marketing, the Department fully switched to the in-person format and is hosting four scholars in Spring 23: **Shiri Melumad** (University of Pennsylvania), Julian Runge (Northeastern University), Maureen Morrin (Rutgers University, Co-editor, *Journal of Marketing Research*) and **Liye Ma** (University of Maryland). IB Seminars Series (Consortium of the Americas) will feature James Robinson (University of Chicago), Enrico Spolaore (Tufts University), Xavier Martin (Tilburg University), Charles Calomiris (Columbia University), and Lilac Nachum.
- Undergraduate enrollments are still growing. Between Fall 22 and Spring 23, the growth was about 6.5 percent.

The Stan Ross Department of Accountancy

Faculty of the department of accountancy continue to publish research in prestigious journals; recent publications by department faculty include:

- Rodriguez-Vazquez, E., 2023. "How Resilient Are Firms' Financial Reporting Processes?," (with Ed deHaan, E., Ties de Kok, and Dawn Matsumoto). *Management Science*; Forthcoming.
- Diana Weng, 2022. "Simplifying Complex Disclosures: Evidence from Disclosure Regulation in the Mortgage Markets," (with Patrick Kielty and K. Philip Wang). *The Accounting Review*; Forthcoming.
- Hagit Levy "StoneRidge Investment Partners v. Scientific Atlanta: A Test of Auditor Litigation Risk" (with Anna Brown, Nicole Heron and Emanuel Zur), *Journal of Business Ethics* (2022).

The faculty of the Stan Ross department of Accountancy also continue to present their research at prestigious academic conferences, such as: the Colorado Summer Research conference (Edward Li); the MIT Asia conference (Seil Kim); the American Accounting Association (AAA) annual meetings (Donal Byard, Heedong Kim, Brandon Lock, and Mingcherng Deng); the CEFA conference (Heedong Kim); the KAAPA conference (Jihwon Park). Faculty have also been invited to present research seminars at: Dartmouth (Eduardo Fuste), Syracuse University (Monica Neamtui), UC Berkeley (Brandon Lock), UC San Diego (Jihwon Park), and the Stevens Institute of Technology (Seil Kim).

In Spring 2023 the department is hosting research seminars by: Shuyan Wang (Duke University), Svenja Dube (Fordham University), Jacquelyn Giellette (MIT), John Jiang (Michigan State University), Jeremy Bertomeu

(Washington University in St Louis), Jared Jennings (Washington University in St Louis), Elia Ferracuti (Duke University), Mark Soliman (University of Southern California), Darren Roulstone (Ohio State University), Partha Mohanram (University of Toronto), and Joanna Wu (University of Rochester). The department will also be hosting an accounting and audit practice seminar with Bill O'Mara, who recently retired as the global head of audit practice for KPMG.

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.

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 entitled, "Liquidity, Markets and Trading in Action." The Center organized a "Trading, Liquidity and Market Microstructure" conference on October 7, 2022, and is planning to organize another one in the fall of 2023.

Dr. Lin Peng is organizing the inaugural Conference on Climate Research, Teaching, and Collaboration on March 10, 2023. It will bring together academics and professionals to discuss the latest development in climate research.

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 introduces a new program: MS in Finance FinTech Track. The new track is an inter-discipline collaboration with courses from finance, CIS and law departments. It allows student to gain expertise in the technological changes around financial innovation.

The Department has obtained GARP (Global Association of Risk Professionals) university affiliation for the MS Finance program and MS Financial Risk Management program.

The William Newman Department of Real Estate

- Assistant Professor Pavel Krivenko published a paper, "Asset prices in a labor search model with confidence shocks," in the *Journal of Economic Dynamics and Control*. In this paper, he studies a labor search model with agents who are averse to ambiguity.
- Professor Yildiray Yildirim published a co-authored paper, "Liquidity Constraints, Consumption, and Debt Repayment: Evidence from Macprudential Policy in Turkey," in the *Review of Financial Studies* (Forthcoming). Using account-level credit card data from a large Turkish bank, the paper examines the impact of a unique credit card policy that increases minimum payment on consumption and debt repayment.
- Students in the real estate program received an "Honorable Mention" from the Colvin Case Study Challenge, which is a national intercollegiate real estate case competition hosted by the Colvin Institute of Real Estate Development at the University of Maryland. (Team members: Felipe Lima, Gozde Karamanoglu, and Raymond Mohamed Rashiad.)
- During the fall 2022 semester, eleven students in BBA in Real Estate or MS in Real Estate programs received various real estate awards and scholarships, including the International Council of Shopping Centers (ICSC) Foundation Scholarship, the Real Estate Lenders Association Scholarship, The Jerome S. Berg Scholarship, Durst Family Scholarship, Robert and Marian Lowenfish Scholarship, Joanne C. Wittlin Memorial Scholarship, and the Steven L. Newman Real Estate Institute Advisory Board Award.

The Paul H. Chook Department of Information Systems and Statistics

- The Paul Chook Department of Information Systems and Statistics has jumped to #30 out of 218 universities in the Americas (and #39 world-wide) in terms of research productivity as measured by faculty publications in the top 3 IS journals (MIS Quarterly, Information Systems Research and Journal of MIS - the IS focused journals listed in the Financial Times top 50 Business journals).
- The department also saw a corresponding jump in the UT Dallas rankings based on faculty publications in the IS publications included in that list (MIS Quarterly, Information Systems Research and Journal of Computing). The department's ranking jumped from #99 to #50.

- Stanley Besen, a nationally recognized expert in the economics of IP rights, telecommunications standards and policy, will be joining the Departmental Advisory Board.
- Brice Fisher (Class of '24), a student who is majoring in Statistics and Quantitative Modeling (SQM), was among the 100 students across the nation to be awarded the Obama-Chesky Scholarship for Public Service.
- Two student teams (comprising of students from our majors) made it to the semi-final stage of Adobe Analytics Data Challenge. Congratulations to our students and the teams' mentor Jason Tseng.
- Gideon Pell, Distinguished Lecturer at our department, successfully hosted our first in-person alumni event since the pandemic last Fall to engage our alumni (and students) on the Role of Fintech in the Future of Financial Services.
- Justyn Makarewycz at the GCMC presented best practices we developed to engage our students with the industry at the 'Experiential Learning at CUNY Virtual Conference: Perspectives and Possibilities'. These best practices were based on the cumulative experience we gained in organizing an annual Data Challenge competition in collaboration with our industry partner Pitney-Bowes.

The Narendra Paul Loomba Department of Management

The Department is recruiting seven tenure-track faculty in various disciplines. Our Entrepreneurship faculty will be moving to a newly formed Department of Entrepreneurship and Innovation. Our students will travel to South America as part of the international consulting course to work with social entrepreneurs in Panama.

The Business, Society and Sustainability group updated their MBA course with increased emphasis on ESG and sustainability. The group is also recruiting faculty in sustainability. Tsedale Melaku was featured in Black America, which will air on CUNY TV.

Ruth Beer's recent publication "The Impact of Decision Rights on Innovation Sharing" was selected INFORMS Technology, Innovation Management, and Entrepreneurship Section paper of the month. Alex Mills has been invited to speak at the Technological Innovation in Health Care Delivery workshop at the University of Chicago. Tolga Aydinliyim has been appointed as the research chair at the DSI 2023 conference.

A career path in management consulting is advancing with new courses and workshops. Zicklin graduate students will spend a week with their Free University of Bozen-Bolzano counterparts on a project in Italy.

Our 'teaming' website had over 1,100 unique users and over 1,900 visits. The mission of this platform is to provide evidence-based resources so that students can successfully engage in teaming, leveraging the diversity of perspectives and experiences in teams.

Lauren Aydinliyim and Ph.D. student Maria-Irene Agilides presented their research international conferences. Professor Naomi Gardberg was appointed to the Editorial Review Board for the Journal of Business Research and the Academy of International Business Insights.

Department of Law

The Department of Law is pleased to report that Department faculty Professors Nizan Packin and Assistant Professor Yafit Lev-Aretz will facilitate the Robert Zicklin Center for Corporate Integrity's upcoming event on AI: Chatting with the Future: Exploring the Legal and Ethical Challenges of ChatGPT and Generative AI. Additionally, professors participated in Zicklin Talks with Larry Zicklin, including "Can Humans be More Humane," with Chair and Professor Valerie Watnick. In other news, professors in the Department are actively involved in teaching and research. Professors Gitter and Watnick won last summer's Zicklin Excellence & Innovation Teaching Award this past summer for their work on collaborative assignments and rhetorical business writing assignments, and shared this work with Zicklin faculty this spring. Prof. Gitter also shared her work in this area via CUNY's virtual Perspectives and Possibilities Conference in the late fall. Professors also have recent acceptances to publish at the Illinois Law Review, the UC Davis Law Review, and American University Law Review, along with the Harvard Law School's "Bill of Health," among others. Our faculty continue to present at conferences and write regularly for Forbes on cutting edge legal topics in the news. Professor Marc Edelman additionally gave the keynote address at the Oklahoma Law Review's symposium on "Name, Image and Likeness in College Athletics" in fall 2022.

The Office of Accreditation and Curriculum Management

The Office of Accreditation and Curriculum Management (OACM) 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. A delay in obtaining student artifacts has moved the evaluation and scoring of the Zicklin general BBA learning goal assessments to this spring 2022 semester. Location of future assessments for the general BBA goals is being considered. MS programs and BBA majors assessments are ongoing. OACM participated on the committee to redesign the MBA curriculum and, as learning goals are now being revised, new modes and loci of assessing – as well as new assessment instruments – are being investigated. OACM's collaboration with the Baruch Office of Assessment, Accreditation, and Institutional Effectiveness and the Zicklin Graduate Programs office continues with the dissemination and collection of student surveys. Planning for revised curriculum mapping for all Zicklin academic programs is underway.

The Weissman Center for International Business

Highlights Fall 2022:

- Completed recertification application.
- Record number of Study Abroad students – 102 Fall 2022; 52 Spring 2023; CV Starr Fellowships total \$211,140 Fall 2022; \$145,800 total Spring 2023
- Fall 2022 Global Student Certificate Program (17th Year) 26 participants; 3 Arts Masterclasses
- Academic scholarships awarded (\$93,950; 52 recipients))
- Mitsui Lunch-Time Forum Series
 1. David Conn, CEO, Raleigh Denim: *Building and Leading Top Brands in a Post-Pandemic World*
 2. John Gomes, Co-Founder of Eklund|Gomes: *Real Estate 101 from the Nation's Top Broker*
 3. Bethann Rooney, Director of the Port Department at The Port Authority of NY/NJ: *The Ports of New York and New Jersey: Supporting World Trade*
- IB Curriculum
 - Hired Assistant Professor (Dr. Shayamala Sethuram -Rutgers Business School). Lecturer to be hired Spring 2023
 - Undergraduate IB Major Admissions: Fall 2022: 30; Spring 2023: 24
 - Graduate MS in Marketing/IB Concentration: Return to pre-pandemic level: 6-10 applications on average
 - IB Courses offered: Fall 2022: Undergraduate: 6 courses, 330 seats; Graduate: 5 courses, 290 seats; Spring 2023 - IBS 5750: Undergraduate capstone course: 10 multinational companies as consulting clients/ 50 students
- Research
 - CSR-S Monitor and Corporate Sustainability Disclosure Monitor Project: Research conference Fall 2023 for CUNY stakeholders. Promote research collaboration and outcomes.
- Fall 2022 IB Seminar Series of the Americas
 1. Dr. Rajeev J. Sawant (Florida Atlantic University)
 2. Dr. Robert Seamans (New York University)
 3. Dr. Christina Lubinski (Copenhagen Business School)
 4. Dr. Valentina A. Assenova (University of Pennsylvania, Wharton)
 5. Dr. Stephen J. Redding (Princeton University)

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

Professor Doug Carmichael chaired RZCCI's [Ensuring Integrity: The 17th Annual Audit Conference](#) on November 29, 2022. The Conference was headlined by Public Company Accounting Oversight Board Chair, Erica Williams and included policy setters from the Accounting Standards Board and the Securities and Exchange Commission. Attendees included partners from the Big 4 accounting firms. The conference will be featured in the April Issue of the [CPA Journal](#).

After 2 years of programs via Zoom, RZCCI held its first in-person event on September 28th, [Accountability in Accounting: The Lasting Impact of Baruch Alum and Longtime Professor, Abe Briloff](#). We welcomed Abe's former student and friend, Charlie Dreifus, for a discussion of how Abe fought to guarantee higher standards of transparency and ethical conduct in the financial and accounting industries. Later in the semester, RZCCI hosted David Gelles, author of the bestseller, "[The Man Who Broke Capitalism](#): How Jack Welch Guttled the Heartland and Crushed the Soul of Corporate America – and How to Undo His Legacy." Mr. Gelles was joined by Baruch College professors for a discussion of how universities should teach students the lessons drawn from his book regarding businesses and the many stakeholders affected by their conduct.

RZCCI has a full slate of programs scheduled for the spring 2023 semester including the 20th Annual Financial Reporting Conference led by Prof. Norman Strauss on May 4th. A complete listing of upcoming and past programs can be found [online](#).

The Steven L. Newman Real Estate Institute

- The Steven L. Newman Real Estate Institute collaborated with the Rising Leaders Network of the New York Housing Conference (NYHC) to spur the next generation of NYC affordable housing professionals. We hosted our first affordable housing career panel in September 2022 and heard from esteemed professionals to understand the various career paths that lead to affordable housing.
- The Institute hosted a Real Estate Career Panel with Urban Land Institute's Women's Leadership Initiative (WLI) in October 2022. This event delivered insightful career guidance on the development and financial sides of the real estate industry.
- The Institute welcomed members of the NYC HPD (Department of Housing Preservation & Development) leadership team to understand the various career pathways within HPD in support of affordable housing and learn how we engage communities around New York City to strengthen our neighborhoods.
- The Steven L. Newman Real Estate Institute updates the Manhattan housing market trends report every three months. The most recent report was distributed in January 2023. The upcoming issue is scheduled for April 2023.
- We invited the Steven L. Newman Real Estate Advisory Board members to our classrooms in person during the fall 2022 semester. We had valuable opportunities to learn from their insightful and motivating guest lectures.
- The Institute disseminates real estate newsletters every semester. The most recent newsletter was distributed to over 3,000 industry professionals, alumni, and associated organization members in December 2022.

Lawrence N. Field Center for Entrepreneurship

Curriculum: With funding from Blackstone LaunchPad, students will travel to Panama over spring break as part of the international consulting course to work with rural entrepreneurs.

Co-curriculum: This Spring, the Field Center onboarded 3 new student Entrepreneurship Ambassadors and piloted an entrepreneur "pop-up" for Baruch students with new business ventures to showcase their products. The CEO Pitch Competition and annual Essence of Entrepreneurship Design Competition will be held in May.

Research: The Field Center hosted the annual editor's meeting of the Journal of Business Venturing, the #1 journal in entrepreneurship, in Fall 2023.

MakerHub: Provided 667 contact hours of student training in 3D design, electronics, and coding to 318 students in Fall 2022. Will offer in-person and online instruction on AI generated resources to students and faculty in Spring 2023.

Small Business Development Center: In Fall 2023, Baruch SBDC advisors have provided 1450 hours of assistance to 451 entrepreneurs and hosted six virtual training events for 137 attendees.

CUNY Startups: 14 student-led startups will participate in New Venture Accelerator 2 in Spring 2023, where they will be supported by 25 industry mentors. The second annual CUNY Clash competition will take place on May 5th and is being sponsored by Amazon.

Blackstone LaunchPad: Hosted an Ideas Competition and partnered with City Fellowship to fund internships at startups in Fall 2022. A Baruch MBA student was a winner in the winter term Design Sprint, an event run with several CUNY schools and a British university.

Zicklin's Global Dual-Degree Programs

We recently renewed partnership agreements with University of Padova and Free University of Bozen-Bolzano for our graduate dual-degree programs. We are in the process of renewing agreements with the following partners: Renmin University of China, University of Science and Technology Beijing, Shanghai International Studies University, and University of International Business and Economics.

The proposal to expand the Baruch-SWUFE 3+1 BBA program from 80 students per cohort to 120 is moving forward. In summer 2023, we are expecting 74 SWUFE students to matriculate at Baruch College to complete their final year of study.

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

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

The utilization of the center continues to increase. A full program of workshops on Bloomberg and related topics are being conducted both in-person and online. The center is also hosting in-person classes in CIS and math, student club events (50Five Capital, IMG, and ISACA Cybersecurity), in-house seminars, and admissions information sessions. An Open House that introduced the resources of the center was well-received and attended by more than 60 students. Outreach in developing a summer trading competition for local high schools is being developed.

The Robert A. Schwartz Center for Trading and Financial Markets Research

The Robert A. Schwartz Center for Trading and Financial Markets Research held its annual conference on [trading, liquidity, and market structure](#) on October 7, 2022. Out of concern that trading isn't appropriately addressed in business schools, Distinguished Professor and Center co-director, Robert Schwartz has used this annual gathering to help improve students' education on how market structure takes place in the real world by facilitating dialogue between industry practitioners and academics. Sponsors included Nasdaq and the Security Traders Association.

The Center also presents to regulators. On November 1, 2022, the Center's co-director, Robert Schwartz along with co-presenter James Ross (now with Green Impact Exchange), participated in a virtual presentation and discussion for the U.S. Securities and Exchange Commission highlighting Schwartz and Ross' research on "Equity Market Structure and the Persistence of Unsolved Problems: A Microstructure Perspective."

On November 4, 2022, Dr. Schwartz gave a local presentation to the New Canaan's Men's Club which incorporated the results from the Center's October 2022 Academic Survey on the ways in which trading, and market structure are being taught in business schools.