

# ***WHY HIRE BARUCH STUDENTS***

## **An Excellent School**

Baruch College offers a variety of business, liberal arts and sciences, and public affairs majors through its three schools: the Zicklin School of Business, the Weissman School of Arts and Sciences, and the School of Public Affairs. Visit <http://www.baruch.cuny.edu/academic/> for more information on Baruch's undergraduate and graduate academic programs.

- *Money* magazine's *Money Guide* ranked Baruch among the **top 20 nonresidential colleges nationwide**.
- Baruch is the **second most selective campus** for undergraduate admissions among public institutions in New York State after the U.S. Military Academy (*US News & World Report*).
- Visit <http://www.baruch.cuny.edu/about/glance.html#tophonors> for details

## **Business Focus and Diverse Majors**

- Baruch's Zicklin School of Business is **the largest accredited undergraduate business program in the country**. Baruch is accredited by The Association to Advance Collegiate Schools of Business (AACSB).
- 75% of Baruch College students major in business.
- Top majors include: Accountancy; Finance and Economics; Marketing (including Advertising and International Marketing); Management (including HR, Operations Management, and Small Business); Liberal Arts; Computer Information Systems; Public Affairs & Real Estate; Mathematics & Statistics.

## **Hard Workers**

Baruch students are tireless success-seekers, frequently juggling multiple roles as student, worker, and family provider. Employers are impressed by their technical skills and drive and return year after year to access this highly qualified group of candidates. Most have significant work experience upon graduation, and a large number work their way through college.

## **The Most Diverse College in the U.S.A.**

Employers who are seeking greater diversity in the workplace find a veritable global village on our student rolls: Baruch's students hail from over 100 countries, reflecting the ethnic, racial, and cultural diversity of the city and nation.

- Baruch was named the **most ethnically diverse institution of higher education in the United States** by *US News & World Report* for the last eleven years in a row.
- Baruch is (2010 enrollment) 11.2% African American; 1714.4 Hispanic/Latino; 36.6% Asian; 37.6% White; and 10.6% International (for tips on recruiting International students on the F-1 visa, visit [http://zicklin.baruch.cuny.edu/services/employers/hire\\_int\\_student.html](http://zicklin.baruch.cuny.edu/services/employers/hire_int_student.html)). Women are 50% of the population. Baruch students represent 166 nations.
- *Diverse: Issues in Higher Education* magazine identified Baruch as #1 college in the nation as a producer of business, management, and marketing degrees for minorities.
- Approximately 58% of Baruch students speak at least one language in addition to English.
- For detailed demographics, click here: <http://www.baruch.cuny.edu/about/factsheet.htm>

**Many other companies recruit at Baruch**

In 2009/10, Companies conducted 1,917 on-campus interviews at Baruch, in addition to thousands more conducted at their corporate offices; and 9,417 internships and jobs were posted for Baruch students in our online database.

**Other employers compliment Baruch**

"I know of no other institution that can provide the cultural/diversity advantages that we see at Baruch. In the long run these individuals will provide our company a distinct advantage in international markets versus our competition."-- Pharmaceutical Company

"I have hired a Baruch student and he has been spectacular. His work ethic and commitment to learn have been exactly what I expected from a Baruch student."--e-Business/Marketing

"This was our first experience with the online posting with Baruch. We were very impressed with the ease of operation, the degree of helpfulness of the staff, and, without question, the quality of candidates we saw in your students." --Financial Firm