The Zicklin School of Business is comprised of seven departments, six of which offer programs of study that lead to BBA, MS and MBA degrees. In addition, the Zicklin School trains students enrolled in PhD programs through the CUNY Graduate Center.

At the end of October 2009, AACSB representatives visited to review the Zicklin School of Business programs and the Stan Ross Department of Accountancy for reaffirmation. Both units were awarded reaccreditation for the full six year period.

The Undergraduate Program had a number of faculty and administration representatives actively participating in meetings with the AACSB team. These individuals included representatives from our Undergraduate Curriculum Committee, our BBA Learning Assurance Committee, the Starr Career Development Center and from the Zicklin undergraduate program. The reviewers were impressed with the quality and diversity of our students, our ability to serve such a large population effectively, and our outstanding learning assurance efforts.

The Zicklin Undergraduate Program has accepted approximately 800 new students into business majors since the completion of the fall 2009 semester. In January and February 2010 four orientation sessions were held for new students where students met with Dean John Elliott, Associate Dean Phyllis Zadra, Dr. Patricia Imbimbo of the Starr Career Development Center and Dr. Ronald Aaron from the Office of Student Development. Students then met with advisors from their respective major departments and with their student colleagues to learn about their intended majors and the Zicklin School. Ms. Suzanne Epstein, the Deputy Director of the Schwartz Communication Institute visited many of the groups individually to explain how the Schwartz Institute can assist both students and faculty.

Undergraduate assessment activities are ongoing at the Zicklin School. The assessment program is on a three year schedule and we are now repeating assessments that were first completed in 2006. In fall 2009 we re-evaluated the written communication skills and analytical skills of our Zicklin seniors. Students in eight BPL sections (the Zicklin capstone course) were given a short case and requested to complete a take home written assignment analyzing the case and making appropriate recommendations. The 189 papers were read by different evaluators for written communications skills and analytical skills. Each paper was read by three evaluators for writing skills and a different three evaluators for analytical skills. The details of the analyses can be found on the College’s Institutional Research website. The results for written communication did not show the significant improvements that were observed in the oral communication skills comparison of 2006/2009. Although faculty development efforts in the undergraduate program have focused on integrating more communication assignments and interactive learning in pre-business and business core courses, it is unclear how many new communication assignments involve writing. It appears that we have been more successful in requiring oral communication assignments and that there are relatively few assignments that include writing with feedback and rewrite opportunities. The BBA Learning Assurance Committee indicated some concern about results of the analytical skills assessment and written communication skills assessment and these concerns were conveyed at the February 2010 Zicklin faculty meeting.

Zicklin academic departments continue to assess their majors. In fall 2009, the Wasserman Department of Economics/Finance completed its first assessment of their finance majors and the Department of Marketing and International Business completed its first assessment of marketing majors. In spring 2010 assessments of CIS, entrepreneurship majors, and Real Estate development majors are expected to be completed.
The Quant Group, formed last summer, consists of ten Zicklin faculty members: (STA/CIS) Raquel Benbunan-Fich, Robert Blau, Eleonora Curlo, Elsie Gottlieb, Lawrence Tatum; (ACC) Harry Davis, (ECO/FIN) Sonali Hazarika, Sebastiano Manzan; (MGT) Will Millhiser; (REA) David Frame. This group is committed to making the quantitative and technological curriculum for Zicklin students more integrated and its work is ongoing. In January the Bsite, named BROAD and developed by Raquel Benbunan-Fich, went live. It displays some of the completed problem-sets that have been developed by the membership with the plan to have these problem-sets adopted by appropriate courses and integrated into all of the sections in the next several months.

The new majors in Digit Marketing and International Business will be available to Zicklin students in fall 2010. A separate application is required for the International Business major.

Graduate Admissions is exploring new recruiting opportunities. Zicklin is one of a dozen MBA programs chosen to take part in the Graduate Management Admissions Council's (GMAC) GMATCH Virtual Fair on April 6th and 7th. Of the 12 MBA schools chosen, only five are from North America. In addition to the virtual fair, Zicklin has explored other unique recruiting events, including one-to-one forums, events at which vendors match Zicklin with prospective candidates, and events that cater to underrepresented minorities like MBADiversity.org's fair in NYC in March. Zicklin also continues to canvas its traditional markets for prospective students, including the local market, regional and national markets, and international markets including India, Taiwan, China, and South Korea.

Spring 2010 saw a 19% increase in new Zicklin graduate students. The increase was supported by the continued growth in MS students, with an 81% increase. The number of new MBA students fell by 16%. While the deadline is two months away, fall 2010 applications appear to be on par with the fall 2009 cycle: MS applications are up 5%; Full-time Honors applications are about even; total MBA applications are down 5%.

The Leadership Lecture Series continues its monthly program. In the fall, Zicklin welcomed speakers including Tommy Hilfiger and Craig Newmark, founder of Craigslist. Zicklin Graduate students participated in a number of competitions, including the ACG Cup for the second straight year. A group of students from the Accelerated Part-time MBA Program competed in a Reaching Out's National Case Competition. The group took first place, beating out Harvard Business School (2nd place) and Columbia Business School (3rd place).

The Zicklin Graduate Career Management Center had quite a busy fall, seeing a 29% increase in student visits in fall 2010 over Fall 2009. Its career management workshop offerings continue to be supplemented with job search groups for both students and Zicklin alumni, many of whom have been affected by the economic downturn. In a continued effort to help students with their networking efforts, the GCMC and Executives On Campus (EOC) matched 102 graduate students with executive mentors this past fall as part of the Executive Student Partnership (ESP) Program, which is in its tenth year. Several student participants received internships as a result of the professional connections they gained through this program. In addition, the GCMC and EOC hosted two separate "Mentor for a Morning" events with over 30 executives and 75 students participating to meet and talk to industry experts from various fields, many of which continued relationships beyond the program. The GCMC also enjoyed a new partnership with the School of Public Affairs, with whom they co-sponsored a Career Day attended by 384 students from both schools and 34 employers.
An International Executive Programs (IEP) graduation ceremony took place in Singapore (February 28, 95 graduates) for the academic year of 2009/2010 with degree conferred dates of September 1, 2009 and February 1, 2010. The remaining graduations are scheduled- Israel (June 10, 34 graduates); Taiwan (July 31); and Paris (first week in June ). New cohorts are currently underway in each location.

In Fall 2009, the Department of Marketing and International Business, under the aegis of the MarkLab and with the support of the Park Bench Marketing group, organized a panel discussion on “The Changing Dynamics of Public Relations”. Speakers included leading practitioners in the Public Relations community from Middleburg Communications, IBM, PR Newswire, Flatiron Communications and Southard Communications. In Spring 2010, Professor David Luna moderated a panel discussion on Marketing and Advertising careers organized by the Starr Career Development Center, with speakers from the International Advertising Association, Showtime, Morpheus, GroupM and the Zlokower Company.

The Park Bench Marketing group, an in-house marketing consortium comprised of graduate and undergraduate students, conducted projects for the Baruch Sustainability Task Force, Business Wire, Ten Second World, La Scuola d'Italia, Jamaica Center for Arts & Learning, and the American Cancer Society.

The International Business area, led by Professor Lilach Nachum, organized the Weissman Center International Business Seminar series. The presenters included Ruth Aguilera (Illinois at Urbana-Champaign), Zur Shapira (NYU), Tatiana Kostova (South Carolina), Heather Barry (Wharton), Gautam Ahuja (Michigan) and Michael Hitt (Texas A&M).

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 327 events in the Fall 2009 semester. Events included 188 class sessions for for-credit courses in a range of disciplines, 43 non-credit workshops on Reuters and Bloomberg, 40 corporate and executive education events and 56 special events including trading simulations, guest lectures, student club events and coverage of Federal Open Market Committee testimony. The Center is host to the 2009-2010 MBA Asset Management Competition. Teams of MBA students are managing equity portfolios over a 5 month period and will submit final reports to a panel of professional asset managers in April.

The Center has acquired 10 additional Bloomberg terminals that are now available on the trading floor.

The Weissman Center for International Business (WCIB) has expanded student services to evening hours by keeping its offices open until 7 PM on Wednesdays in order to better service students who work during the day and attend classes in the evening.

The Center completed work on an interactive portal that integrates significant aspects of student-related study abroad administration. The Center also provided administrative support for the Presidential Internship Program and for the launch of a new undergraduate International Business major in the fall of 2010.


The Center also hosted a luncheon with Mr. Ogawa, Executive Vice President, Mitsui & Co. (U.S.A.), Inc. and recipients of the Mitsui USA Graduate Scholarship in International Business. President Stan Altman participated in the luncheon.

The Center launched a joint research consortium in accounting and management with the School of Accounting, Southwestern University of Finance and Accounting (SWUFE), China. The objective of the consortium is to facilitate accounting research and learning through various joint activities between Baruch and SWUFE.

The Robert Zicklin Center for Corporate Integrity (ZCCI), presented Sustainability 2.0 on November 2, 2009. This day long event consisted of three panels focusing on how business strategy to use limited resources - water, power, and real estate - in a sustainable manner. The event featured executives from leading companies including IBM, Pepsi, CISCO Systems, and United Technologies. The program was run jointly with the Steven L. Newman Real Estate Institute and Corporate Communication International.

ZCCI sponsored Ensuring Integrity: 4th Annual Audit Conference, a forum for interaction between 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). It also examined the current best practices of ethics and independence within the auditing profession. The conference was organized in partnership with the National Association of State Boards of Accountancy's Center for the Public Trust.

On December 7th, ZCCI hosted A Brief History of Scandal an abbreviated version of the popular NYU Stern School class taught by Marc Hodak. Attendees heard stories of great scandals from the railroads and Robber Barons up to Enron and Madoff, and what lessons they still teach us, discovered why business scandals tend to proliferate during economic downturns, and how history repeats itself. This program was co-sponsored by the CEO Trust.

ZCCI presented Good Fraud Management on March 17, 2010. The presenter, Jonny Frank, Fraud, Risks and Controls leader of PricewaterhouseCoopers, spoke of why leading organizations now view fraud management as a profit, rather than a cost center. Mr. Frank highlighted 2009’s top fraud cases and examined emerging fraud and misconduct trends.