

## **Report of the Zicklin School of Business to Baruch College General Faculty - November, 2011**

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.

***The Zicklin School's Hybrid & Online Teaching Initiative:*** In Fall 2009 Baruch College had only four small sections delivered in online/hybrid format. By Fall 2010, the Zicklin School alone was serving 838 students (seatcount) in O/H mode (88.4% of the total Baruch O/H seatcount that semester), and the total Zicklin O/H seatcount in Fall 2011 is at least as large as that of all of academic year 2010/2011 combined.

The Zicklin School's Hybrid & Online Teaching resources website (hosted by Blogs @ Baruch) is being restructured in order to make sure that the growing amount of informative content remains accessible to faculty. One addition is a "Faculty Speak Out" section, containing videotaped interviews with Zicklin faculty about their experiences teaching hybrid and online (<http://zicklin.baruch.cuny.edu/HOT>). The Events section has a schedule of upcoming faculty development events and activities, some in collaboration with colleagues in the Schwartz Communication Institute and the BTC.

Hybrid & Online Teaching 101 is an online, Blackboard-based, faculty development workshop which assists faculty in developing online course materials for their online or hybrid classes, helping them walk the bridge from face-to-face to online or partially online delivery by providing first-hand experience in how the activities in an online course unfold. It requires about 12-15 hours of dedication from participants over the duration of the course. The Fall Session is scheduled to take place Oct 17 – Nov 4, 2011; the Spring Session June 4 - June 20, 2012.

The Fall Hybrid & Online Teaching Faculty Development Workshop will take place on November 29<sup>th</sup>. The theme of this workshop is "Using Social Media Tools in Hybrid & Online Teaching." The first Hybrid & Online Teaching Award was just announced and nominations for this prize are open. Faculty (both full-time and part-time) who taught hybrid or online classes in academic year 2010/2011 are eligible for this prize which will be awarded at the Faculty Development Workshop. Zicklin Instructional Technology Fellows Diogo Hildebrand (Marketing) and Alex Pelaez (Computer Information Systems) are working hard on these initiatives as well as assisting faculty with their Hybrid & Online Teaching course materials.

***Summer Seminar in Assurance of Learning for our MS Programs:*** This summer, Zicklin School Associate Dean Linda Friedman and Director of Graduate Student Services Maria DiBenedetto led a faculty development seminar intended to jumpstart assessment activities related to Graduate Assurance of Learning in the Zicklin School's MS programs. The group made use of a Google website for sharing materials and information, and discussed issues such as: how do our MS program learning goals fit with the mission of the Zicklin School and of Baruch College? Can we devise a top-down way of looking at learning in our MS programs, say, a framework? Can we envision any efficiencies in assessment, once we have such a framework? Outcomes from this seminar include, for each MS program: updated learning goals; learning objectives; rubrics for assessment; assessment instrument(s); and an assessment plan looking forward to the next AACSB maintenance of accreditation visitation in 2014. Faculty participating in this initiative are: David Cenedella (MS Taxation), Paquita Davis-Friday (MS Accountancy), David Frame (MS Real Estate), Alope Ghosh (EMS Financial Statement Analysis), Andy Grein (MS Marketing), Marios Koufaris (MS Information Systems), Ray LaManna (EMS ILR and MS Entrepreneurship), Gwen Webb (EMS Financial Risk Management), and Avner Wolf (EMS Finance), along with Associate Provost Dennis Slavin, Associate Dean Phyllis Zadra, Dean John Elliott, and John Choonoo, Director, Institutional Research & Program Assessment. Two programs - MS Statistics and MS Quantitative Methods and Modeling - were not able to identify representatives for the summer seminar and so did not participate in this go-round. The group expects to put an assessment plan in place which, in addition to satisfying the requirements for maintenance of our accreditation with AACSB, will

provide faculty with information about and insight into learning outcomes specific to these concentrated graduate programs.

The **Zicklin Undergraduate Program** has accepted approximately 2000 new students into business majors since the completion of the spring 2011 semester. A total of eight orientation sessions were held for new Zicklin students in June, August and September 2011.

Undergraduate assessment activities continue at the Zicklin School with data gathering for the second assessment of Civic Awareness/Ethical Decision-making and our second assessment of Technological Skills. Both these assessments are close repetitions of ones completed in spring 2008. When the 2011 responses are scored, the results will be compared with those gathered in 2008. The faculty will determine what curricular changes, if any should be implemented as a result of the 2011 results. In addition the CIS department completed the assessment of their major and the results were presented to the BBA Learning Assurance Committee.

As previously reported the faculty development seminar for summer 2010 focused on developing a course that would encourage students to analyze cases and enhance students' written communication skills.

Based on the feedback from students enrolled in the January 2011 2 credit course, Bus 3333 was revised as a 3 credit course which will be offered in spring 2012. Prof. Gloria Thomas will be the instructor of record and the faculty that participated in the summer seminar of 2010 will teach their own cases to the class- Mehmet Ozbilgin (ACC), Jay Dahya, Evgeniya Duzhak (ECO/FIN); Matthew Edwards (LAW); Cynthia Thompson, Xiaoli Yin (MGT); Gloria Thomas (MKT/IB), and Marios Koufaris (STA/CIS).

The Quant Group, formed in summer 2009- Harry Davis (ACC); Sonali Hazarika, Sebastiano Manzan (ECO/FIN); Will Millhiser (MGT); Eleonora Curlo (MKT/IB); David Frame (REA); Raquel Benbunan-Fich, Robert Blau, Elsie Gottlieb, Lawrence Tatum (STA/CIS) - launched its online survey about student quantitative preparation to all Zicklin faculty in spring 2011. The data have been collected and should be distributed to the Zicklin faculty in the next month.

The charge to the 2011 Undergraduate Summer Seminar participants was to develop a Zicklin Undergraduate Honors Program. The impetus for this project was the result of a number of factors: 1) fall 2010 discussions and recommendations by Zicklin honors faculty describing the attributes essential for Zicklin Honors courses; 2) the increasing ratio of transfer students to freshmen in the undergraduate population; 3) the realization that the current Honors program population only includes a very small number of transfer students; and 4) the belief that the Zicklin School could create an outstanding upper division educational experience for a select number of students. The program is currently in draft form and will be taken to the Zicklin Faculty for informational purposes this semester. In the meantime, four new 4000 level courses and three new capstone courses (6000) were designed by the participating faculty this summer. It is expected that these courses will be the initial curriculum for the program, but other innovative courses can be included in the potential Zicklin Honors offerings. These courses will be brought to the Zicklin Undergraduate Curriculum Committee in November 2011 for approval. Additional information about the program will be forthcoming in the next General Faculty Report. The outstanding group of participating faculty for the 2011 summer seminar were: Carol Marquardt (ACC); Sebastiano Manzan, Ameet Padnani (ECO/FIN); Debbie Kaminer (LAW); Molly Kern (MGT); Myung-Soo Lee (MKT/IB); Andra Ghent (RES); Ann Brandwein, Nanda Kumar (STA/CIS); Jody Vaisman (Baruch Honors Program); Nancy Aries (Baruch Honors Program); also participating were Associate Dean Linda Friedman, Associate Provost Dennis Slavin and Dean John Elliott. The seminar was organized and led by Associate Dean Phyllis Zadra.

**Graduate Programs:** Starting this year, Zicklin's MBA formats will be simplified: one Full-Time program and a Part-Time program (the latter in either a flexible or accelerated format). In the transition to these straightforward formats, what was named the "Full-Time Honors MBA" is now rebranded as the Full-Time MBA, positioning Zicklin more firmly in the competitive MBA landscape. This rebranding does not change the program that students and alumni are familiar with: its rigor, the quality of its students, or the cohort experience. Indeed, its competitive admission standards will remain intact; all full-

time candidates who meet the criteria will now have the opportunity to join this program in either fall or spring. While the Full-Time MBA program will focus exclusively on two concurrent daytime cohorts, the Part-Time program will focus exclusively on the working professional.

After reaching a record number of applications last year, the economy is taking a toll on the global MBA applicant pool. Zicklin has not been immune to this trend. MS applications are still strong, supported by the MS Accountancy and MS Taxation programs which account for 70% of all MS applications. Full-Time MBA applications decreased by about 15% and Part-Time MBA applications (Flex-Time and Accelerated Part-Time programs) decreased by about 22%. The Graduate Programs team is working hard to recruit MBA applicants – again reaching across the US and into India and Asia this year. Tom Lo visited five cities in India this year – adding Pune to the cities he previously visited. In Asia, Fran Murphy will be doing an information session at Southwestern University of Finance and Economics (SWUFE) in China before joining the World MBA Tour for stops in Beijing, Shanghai and Taipei. Despite applications being down, the Full-Time MBA enrolled 62 students this fall, down only slightly from 68 last year. Graduate Programs is pleased with the overall quality of the academic and professional credentials of the Class of 2013. The FT MBA class began their educational journey with a month-long orientation in August, an experience that introduced our students to the academic and career management rigors that lie ahead.

Piloted last year, the Full-Time MBA Association is administering a grant program which subsidizes students participating in conferences and competitions. Through this program, MBAs have attended conferences of the National Society of Hispanics MBAs (NSHMBA), the New York Society of Security Analysts, the National Association of Asian MBAs (NAAMBA), Reaching Out MBA, and various other business plan and case competitions.

All MBA students admitted for Fall 2011 are undertaking the newly revised MBA Core Curriculum. The new curriculum promises to offer students more flexibility in building their MBA Program of Study while responding to the MBA Learning Goals established by the Zicklin faculty. The Graduate Advisement Office has been engaged in helping new and continuing students with program planning in this transition period.

The Zicklin Graduate Career Management Center (GCMC) has spearheaded several new efforts to ensure that students are prepared for today's increasingly competitive job market. The Center secured a grant from BCTC to deliver some of their most popular educational programming via webinar format, allowing students who attend school part time to access career information 24/7 via their computers. Students may also practice answering job interview questions through an online platform called InterviewStream. The GCMC has also expanded its social media presence, and today has over 900 members in its LinkedIn group. Its popular weekly newsletter is now published as a blog, and has a readership in excess of 5,000 students, faculty, staff, and alumni. These efforts do not replace live events: popular workshops have included Every Person a Leader and Navigating LinkedIn Like a Pro. The Center also hosts over 30 corporate information sessions per year. In the spring, the GCMC rolled out a new event called CareerFest 2011, a networking platform that allowed over 200 students to mix and mingle with 35 representatives from companies like Colgate Palmolive, Credit Suisse, HBO, and Microsoft. The GCMC also continues to work closely with Executives on Campus (EOC) to ensure that interested students are matched with appropriate mentors and have the opportunity to meet and talk to industry experts at events throughout the year.

***The Stan Ross Department of Accountancy*** welcomes Jeremy Bertomeu and Yinghua Li as full time tenure-track faculty. In May, Norman Strauss, Distinguished Lecturer, working with the Center for Corporate Integrity, organized the highly successful Tenth Financial Reporting Conference. The report for the conference is featured extensively (25 pages) in The CPA Journal and it is highlighted in the banner on the cover and a paragraph in the contents. On June 27, the department organized a very successful joint research conference with the School of Accounting, SWUFE. Eleven faculty members and doctoral students from SWUFE attended the conference. The conference was cosponsored by the

Weissman Center for International Business. The department also created a Facebook page to better communicate with our students and alumni.

The ***Bert W Wasserman Department of Economics and Finance*** hosted the Fourth Annual Triple Crown Conference in April 2011. This academic conference is an annual event with Fordham and Rutgers and is hosted by each school on a rotating basis. Nearly 75 faculty members and doctoral students from the three host schools and other local universities attended the event. The department continues to provide training to managers from the China Construction Bank.

The ***Department of Law*** Chair Elliot Axelrod was the recipient of the inaugural Honors Program and Honors Student Council *Award for Outstanding Teaching*. He also served this summer on a number of pedagogy related panels at the Academy of Legal Studies in Business (ALSB) annual conference. Professor Donna Gitter was selected as a Baruch-Rubin Faculty Fellow for the coming academic year and will actively participate in exploring ways to integrate the arts and humanities into her course curriculum and enhance student cultural experiences through visits to the Rubin Museum of Art. She was also invited to China to present her recently published law review article entitled, *Informed by the European Union Experience: What the United States Can Anticipate and Learn from the European Union's Regulatory Approach to Biosimilars*. Professor David Rosenberg is now a member of the Macaulay Honors Curriculum Committee which is comprised of faculty from several different CUNY campuses working to revise Macaulay's unique curriculum, including its Interdisciplinary Course Seminar Series on New York City. Professor Rosenberg's article, *Delaware's Expanding Duty of Loyalty and Illegal Conduct: a Step Towards Corporate Social Responsibility*, will be published this Fall in the Santa Clara Law Review. Professor Seth Lipner will chair the University Committee on Business for the CUNY Pathways to Degree Completion Initiative which will identify and delineate three to six entry-level courses that students will take if they are to become business majors at CUNY. Professor Jay Weiser published *Will 1970s Haircuts Ever Come Back In Style?*, an article on the 1970s New York fiscal crisis, in *The American*, the magazine of the American Enterprise Institute. Latisha Lane, the department's Administrative Assistant serves as Executive Board Member/Shop Steward, District Council 37, Local 384 of the American Federation of State, County and Municipal Employees and participated in their annual Educational Conference. The conference included workshops in contracts, grievance, pension, personnel relations, security and other matters.

The ***Allen G. Aaronson Department of Marketing and International Business*** organized several events through the auspices of the MarkLab, its resource center for students, led by David Luna as Faculty Director. These included a seminar on marketing analytics and brand management, conducted by Doug Easdon (SymphonyIRI) and Amit Naik (Avon), as well as workshops on software and databases in marketing and on developing creative portfolios. The department and the Weissman Center for International Business co-sponsored a seminar on "Creating a Global Brand: Challenges and Opportunities", presented by Per Pedersen, the Global Executive Creative Director for Grey Advertising. The department also co-sponsored a panel discussion on Digital Marketing organized by the Baruch City Advertising Society.

Marketing students once again distinguished themselves in the annual Collegiate Echo Competition sponsored by the Direct Marketing Educational Foundation. The Baruch team, consisting of John Salgado, Jamie Sampson, Heather O'Shea and Stephen Teesdale, with Adjunct Professor Linda Gharib as faculty advisor, received a Bronze Award. Four outstanding students (Limor Biran-Bayor, Aigerim Mimikova, Heather O'Shea and Bridgette Villegas) were also honored with Marketing Fellowships awarded by the department with the help of a gift from the Interpublic Group. The International Business area organized the Weissman Center International Business Seminar series. The presenters included Timothy Devinney (University of Technology, Sydney), Saksia Sassen, Columbia University), Jay Barney (Ohio State University), Weilei Shi (Baruch College), John Cantwell

(Rutgers University), Alvaro Cuervo-Cazurra, South Carolina University), and Jordan Siegel (Harvard Business School).

The *Department of Statistics/CIS* hosted two panels in the spring 2011 semester. A panel on Sustainability and Information Technology organized by Prof. Kannan Mohan was comprised of executives from IBM, Con Edison, Tata Consultancy and New York City Housing Authority. Professor Nanda Kumar and Alex Pelaez, a department doctoral student, organized a healthcare IT panel that included executives from IBM and the Visiting Nurse Service of New York (VNSNY) who discussed emerging career opportunities at the intersection of Healthcare and the domain of Information Systems. Professor Kumar and co-authors Ofer Arazy and Bracha Shapira received the Journal of the Association of Information Systems Paper of the Year Award for their 2010 paper, *A Theory-Driven Design Framework for Social Recommender Systems*.

*Laurence N. Field Programs for Entrepreneurship* report that the undergraduate Entrepreneurship program at Baruch College was ranked in the Top 25 by Entrepreneur Magazine and the Princeton Review for 2011. The program has been ranked top in the top 25 in 4 of the past 5 years. The Field Center was chosen by the New York City Economic Development Corporation as the consultant to Competition THRIVE which is a competition for immigrant entrepreneur support organizations. This competition is also supported by the Deutsche Bank Americas Foundations and prize money totals \$225,000.

Professor Ramona Zachary has joined Professor Chandra Mishra, Florida Atlantic University, as a columnist at the INC. magazine website contributing topics in general area of “Financial Landscape for Entrepreneurs”. Professor Zachary is also Co-Editor of the newly launched, Entrepreneurship Research Journal (ERJ) (<http://www.bepress.com/erj/>) which notes the ERJ Advisory Board of William Baumol, Howard Aldrich and Guido Corbetta and Editorial Board members including Professor Edward Rogoff. Visitors to the ERJ website can browse the ERJ Inaugural Year of 2011 articles and FREE DOWNLOADS of competitive research articles as well as ten different Invited Editorials from leading scholars including Nobel Laureate Ronald Coase. Professor Tom Lyons is serving as a ERJ Guest Editor of a forthcoming Special Issue titled, “Entrepreneurship and Community” along with an Special Issue Executive Committee consisting of David Audretsch at Indiana University, Theodore R. Alter at Pennsylvania State University, and Darline Augustine at Baruch College. Professor Lyons recently received the 2011 Bradshaw Outstanding Research Award from the International Community Development Society. He also presented the closing keynote address at the What Works! Conference of the Northeast Regional Center for Rural Development in Philadelphia and was an invited participant at a national gathering of practitioners, researchers and policymakers on Rural Wealth Creation and Livelihoods in Washington, DC. Professor Lyons is leading a strategic planning effort with the Field Center Advisory Board.

Professor Stuart Schulman has joined the entrepreneurship faculty from Kingsborough Community College, bringing the CUNY Institute for Virtual Enterprises which includes a partnership with IBM to conduct a SmartPitch Competition. The International SmartPitch Competition will take place in London in November where twenty U.K .based colleges will participate. Professor Schulman also brings to the Field Center a grant from the National Science Foundation (NSF) to develop a National Center for the Technology Enabled Entrepreneur. He is also the Principal Investigator leading an eight institution, \$19.8 million CUNY Consortium for a Trade Adjustment Assistance Community College and Career Training Grant.

The *Steven L. Newman Real Estate Institute's* US Department of Energy (DOE) grant (\$422,000) has successfully entered its second year and last month submitted the required second milestone that included the preliminary product definition and syllabi for three initial online courses in the energy management and operations area. The Institute's certificate program, which incorporates these three online courses, will be called AEP, the acronym for Advanced Energy Performance. It will focus on the parallel areas of

energy efficiency and project finance and will be offered exclusively through the Institute. The New York State Energy Research & Development Authority also awarded the Institute with an additional grant (\$50,000) to supplement its development of online energy management programming. In addition, the Institute was also awarded a *Graduate Research Technology Initiative* grant for \$15,470.

The Institute continues its acclaimed program of public events. A lunchtime speaker series was launched on May 6<sup>th</sup> with Dr. Li Shirong, Director of Economic Development and Planning for Chongqing, China, the largest and arguably the fastest growing city in the world, whose talk, titled *Sustainable Urbanization in China: Fast Tracking a Nation's Growth* formed an introduction to an international conference that is being planned for late 2012. A popular one-on-one discussion titled *Preparing for the Next Building Boom* consisted of a lively discussion between City Hall News editor Adam Lisberg and NYC Building Commissioner Robert Li Mandri, who addressed the possibility of fast tracking the city's building permit process. Major conferences included *Banking on the Future: A New Paradigm for Rebuilding Our Nation's Infrastructure* co-hosted by Manhattan Borough President Scott M. Stringer. The panelists included a congressman, a governor, the Executive Director of the Port Authority for NY & NJ and many other government and private sector panelists who discussed the potential for creating an Infrastructure Bank to assist with the region and nation's growing problem of infrastructure deterioration. In anticipation of the tenth anniversary of 9/11, a series of three events on the *World Trade Center Development* was hosted in conjunction with New York New Visions, AIA-NY, APA - NY Metro Chapter and the ASLA. This series informed the public of the progress being made at the WTC with regards to construction and development status, safety concerns and the memorial opening schedule. The series culminated in a daylong conference titled *Lower Manhattan Rising: Looking toward 9/11/2021* that consisted of 23 high profile speakers discussing the future of Lower Manhattan with focus on the World Trade Center. Panelists included Timur Galen, Managing Director, Goldman Sachs; Robert Ivy, Chief Executive Officer of the American Institute of Architects; Daniel Liebeskind, chief architect for the World Trade Center site; Michael Arad, winner of the 911 memorial competition; and John E. Zuccotti, Co-Chairman of Brookfield Office Properties. *The Waterfront – a Brooklyn Model for Preservation and Change* incorporated a stellar roster of 18 panelists including Bonnie Harken, the chief consultant for the Brooklyn waterfront holdings of the Port Authority NY-NJ, Nicholas Brooke, Chairman of the Harbourfront Commission of Hong Kong, Seth Pinsky, President of the New York City Economic Development Corporation and Marty Markowitz, Brooklyn Borough President. The co-sponsors for the event were the newly created Brooklyn Waterfront Research Center at City Tech, CUNY and the CUNY Institute for Urban Systems. An Institute roundtable lunch titled *P3s, Public Private Partnerships, the Next Generation for Sustainable Development* invited 23 thought leaders from the public and private sector to discuss the important issues that helped shape critical thought for the upcoming Newman Institute conference of the same name. Participants included the Carlyle Group, AECOM, the MTA, McKinsey and NYCEDC and Skanska. *New Developments in Higher Education* was cosponsored with the Greater NY Construction User Council and examined construction projects under way and planned at such universities and colleges as CUNY, the New School, NYU, Fordham, Columbia, and Princeton.

As of mid-June the Institute's new Associate Director of Real Estate Education Programs, Maria T. Rivera, as used her teaching and real estate education background to develop a new course catalogue for Certificate Programs and to explore virtual and asynchronous training. With a focus on better instructor engagement, student and alumni outreach, continuing credits integrated into courses, new website development using Google Ad Words strategy and social media introduction, course enrollment has continued to grow with a Fall 2012 YTD enrollment increase of 115% by October 10<sup>th</sup> with still another two and half months to complete the fall semester.

Highlights of the Institute's research initiatives include *Banking on the Future*, a white paper released for the conference of the same name that suggests the establishment of a national, regional or state infrastructure bank. Other papers include: *Open Space Redefined* explores Union Square Park, *This Recovery Explained* discusses the current recession and the emerging state of recovery, *The MOMA*

*Tower* examines the zoning, development and community based issues of the new Tower Verre adjacent to the MOMA, *Manhattan Office REITS* explores notable trends and data that contrast the four largest Manhattan REITS, and *A Post Conference Report on Banking on the Future*. A major report, *The Waterfront: A Brooklyn Model for Preservation and Change* authored by three leading economists and a senior planner address the economic and urban planning considerations shaping the evolution and future development of the Brooklyn waterfront.

The ***Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center*** hosted 300 events in the Spring and Summer 2011 semesters. Events included 185 class sessions for for-credit courses in a range of disciplines, 45 non-credit workshops on Reuters and Bloomberg, 14 corporate and executive education events and 50 special events including trading simulations, guest lectures, student club events and various research experiments. The Center has acquired ten additional Bloomberg terminals that are now available on the trading floor and is expanding its workshops to cover more advanced uses of Bloomberg.

The ***Weissman Center for International Business*** continued to provide support for the new undergraduate International Business major and worked closely with WCIB Faculty Fellow Clifford Wymbys to develop study abroad and international internship opportunities that are specifically designed to meet the needs of this group of students. In May 2011, undergraduate student government at Baruch presented the study abroad office with an award of student appreciation for outstanding service to Baruch students.

The Center continued to provide support for faculty research projects related to international business. Professor Naomi Gardberg (MGT), published an article titled "Conceptualizing and Validating a Short-Form Measure of Corporate Reputation" in the *Journal Corporate Reputation Review*. In the article she recognized research support that she received from the Weissman Center. The Weissman Center and the Accounting Department presented the Second Annual Baruch-SWUFE Conference, as noted in the Accountancy Department section. During the academic year 2010-2011, the Weissman Center for International Business hosted three accounting professors visiting from SWUFE: Haiyan Li, Yusheng Wang and Zaolin Liu.

As part of its effort to increase its research output, the Center launched a practical, data-driven series of occasional papers with a focus on the global linkages of the NY regional economy. Weissman Center Fellow, Gene Spruck, retired chief economist of the Port Authority of NY & NJ and a Baruch alumnus, is a regular contributor to the series focusing on reporting about the regional economy and international trade flows through the NY customs district. His most recent paper, issued in May 2011, "International Trade and the NY/NJ Region: Will the Robust Recovery Weather 2011 Economic Shocks?" was reprinted in the May 30th issue of the *Journal of Commerce*. NYCdata, the Center's compilation of data about New York City was also featured by the *JOC*.

The Center presented three Mitsui USA Lunch-Time Forums during the spring semester 2011. The first event, *The State of Commodity Markets 2011*, featured Jeffrey M. Christian, Managing Director, CPM Group. The second event, *Building a Global Brand*, featured Per Pedersen, Global Executive Creative Director, Grey Advertising. Mr. Pedersen is creative director for Grey Advertising's client Proctor and Gamble globally. The third event, *Managing a Global Bank*, featured Joseph Bonocore, the Treasurer of JPMorgan Chase & Co., and Baruch alumnus.

As part of its outreach activities to the international business community in New York City, the Center worked with more than 40 partner organizations to host the annual World Trade Week NYC awards breakfast. Co-chaired by the Port Authority of New York and New Jersey and the accounting firm J.H. Cohn, the breakfast featured a wide range of companies who are successfully doing business internationally. Awardees included the Norwegian architecture firm, Snohetta, which designed the 9/11 memorial, and the New York-based company, HappyBaby, which has created a successful organic baby food product that is being exported around the world.

The Center also sponsored a networking event that brought together members of Baruch's International Business Alumni Association and the graduate International Business club. Over forty people attended the event which was held at Brasserie 8 1/2 in midtown Manhattan. These networking events are held each semester and have been growing.

The **Robert Zicklin Center for Corporate Integrity (ZCCI)** continued its excellence in corporate governance, social responsibility and financial reporting programming with a variety of seminars, panels and lectures. *The SEC and Insider Trading: Is the Line of Acceptability Shifting?* on March 8<sup>th</sup> brought together a panel of industry experts to discuss the SEC's recent insider trading investigations and prosecutions. *Green Consumerism: Behavior or Myth?* on March 15<sup>th</sup> was held in conjunction with the Sustainability Practice Network. Panelists explained changing consumer attitudes and behaviors around sustainability, how compelling campaigns frame sustainable products, and the dos and don'ts of green product benchmarking. *Conducting Business with Integrity in Emerging Markets* on March 29<sup>th</sup> was led by Professor Seth Lipner (LAW). The discussion focused on how companies can conduct business in emerging markets without compromising the firm's integrity. The program was part of Ethics Week 2011 at Baruch College. *The Madoff Clawbacks: Whose Money Is It*, the third seminar in the David Berg Foundation Series on Ethics and Accountability at Baruch College, was held on May 10<sup>th</sup>. Peter Henning, blogger for the *New York Times Deal B%k*, examined the ethical issues surrounding efforts to recover assets lost by the thousands of victims of Bernard Madoff's colossal Ponzi scheme. *Dodd-Frank Is One Year Old: What has it Accomplished and What's Next?* was held on September 13<sup>th</sup> in partnership with the National Investor Relations Institute's New York Chapter. Panelists looked back at the Dodd-Frank Act's first year and discussed what can be expected from the Act in the future. *Adapting to Climate Change* on September 20<sup>th</sup> was also held in partnership with the Sustainability Practice Network. Panelists examined how urban centers can adapt to meet the challenges of climate change.

Fall 2011 marked the launch of ZCCI's first research effort: *the Baruch Index of Corporate Political Disclosure*. The Baruch Index measures the willingness of companies in the S&P 100 to disclose and be transparent about its corporate political activity in a variety of areas: ease with which someone can find the relevant materials on the corporate website, what policies, procedures, and corporate governance structures are in place and disclosed, and what the corporation says about who and what it gives to, and how those donations are made.

The results of the 2011 Baruch Index are available at <http://www.baruch.cuny.edu/baruchindex/> and a full schedule of ZCCI events, registration information and video recordings of past programs is available at <http://zicklin.baruch.cuny.edu/centers/zcci/>.

**Co-curricular Activities:** A team of women in flex-time MBA Program was one of the six final teams selected to defend their case at the 2011 National Association of Women MBAs Conference Case Competition hosted in Dallas on September 15th-17th. <http://www.mbawomen.org/events/2011-national-conference-and-career-fair-0>

The Zicklin School is proceeding to establish an interdisciplinary case studies club for undergraduates in which faculty will teach cases of their choice on approximately a once a month basis to members of the organization. The initial students involved will primarily be honors students.