REACH NEW HEIGHTS

Zicklin School of Business
MBA
The Zicklin School of Business is proud to be a leader in providing urban-based graduate business and executive education for the twenty-first century.

Knowledge is a powerful tool: it can broaden perspectives, foster change, and expand horizons. At the Zicklin School of Business, we understand the transformative power of knowledge and the crucial role education plays in shaping the future. The Zicklin School has long been recognized for delivering superior graduate- and executive-level education and experiences that give students the foundation they need to reach their current goals and identify new ones. Whatever your professional aspirations, Zicklin offers the programs, faculty, and facilities to deliver a unique and high-value educational experience tailored to today’s and tomorrow’s business challenges. The Zicklin School helps its alumni reach new heights in their careers by providing the knowledge and skills required to thrive in an increasingly global marketplace.

The Zicklin MBA features a core curriculum that spans all the major business areas and a specialization that permits students to explore a specific area of focus in greater depth. At Zicklin, you can study on a full-time or flexible basis, depending on your particular needs.

“Whenever you see a successful business, someone once made a courageous decision.”

—Peter Drucker
"Some people believe that what you learn in school you’ll never use in the real world, and all that you really get are a few letters after your name. My experience with Zicklin’s MBA in Healthcare Administration program has been the complete opposite. From the start, I was taking lessons learned in the classroom and translating them into practice at work.

In addition to offering one of the few MBA programs that are healthcare specific, Zicklin provided a high-value education in a diverse, collegial environment, with the added bonus of a strong local alumni network. Upon graduating from this challenging and innovative program, I was better positioned for a greater management role. My Zicklin MBA gave me a broader understanding of the business of healthcare and prepared me to deal with new and future challenges in the ever-changing landscape of healthcare."

“Upon graduating from this challenging and innovative program, I was better positioned for a greater management role.”

—Luis Rivera ’06
Frank Tanki  
Executive MBA ’04  
Executive Vice President of Brand Marketing and Creative, SPIKE (a Viacom Media Network)

“While I’ve always believed in my instincts and the value of my business experiences and undergraduate education, I pursued an MBA in order to obtain a deeper knowledge—something to help round out the business “base” that I had developed. I wanted a focused executive program that would provide a ton of both deeper learning and interactions with other executives with varied experiences, within a structure that would mesh with my fairly intense work life. Zicklin delivered on all fronts.

One of the great things about Zicklin is that so many of its students have terrific business instincts and a unique combination of savvy and hustle honed by living and/or working in NYC. The student caliber, instructors’ real-world experience, and course content combined to provide a thorough, energetic, and highly valuable experience. I find I frequently apply the knowledge I gained to help me frame my day-to-day management decisions and manage my career path.”

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—Frank Tanki ’04
The Zicklin Full-Time MBA offers an extraordinary value: the program is ranked among the nation’s top for ROI by Forbes and US News & World Report. Our students are fueled by the energy and opportunity that New York City brings to our centrally located campus. Our faculty consistently rank among the best worldwide in their respective fields, delivering a curriculum that is comprehensive and relevant.

The Full-Time MBA is designed to be completed in four semesters (22 months). New cohorts begin the program each fall; the program starts off with a two-week immersive Pre-Term focusing on professional development and mapping a strategy to help you successfully reach your goals.

With New York City as your campus, your MBA experience is not limited to the classroom. Our program’s format allows you the time and resources to integrate critical career-building activities into your total experience. Personal career coaches, alumni networks, and mentors form the bedrock of your professional development. Coupled with your motivation and ambition, there’s no better recipe for launching a new career trajectory.

Is this program for you?
The Full-Time MBA is optimal for career changers—whether you’re moving from one industry to a completely new one, or moving into a new functional area within your current industry. Our students come from a wide variety of professional and academic experiences, but all possess the important traits of leadership potential, vision, and the ambition to leap out of their present comfort zone and engage new possibilities. Here is a snapshot of the Class of 2016:

**Median GMAT:** 640  
**GMAT Middle 80%:** 550 – 710  
**Mean Work Experience:** 5.6 years  
**International:** 34%  
**Women:** 38%

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### Where are Full-Time MBA graduates employed?

Here is a small sample of who hired the Class of 2014:

- **Associated Press**  
  Senior Business Development Associate
- **Bristol Myers Squibb**  
  Information Management Associate
- **CA Technologies**  
  Senior Business Analyst
- **Capco**  
  Associate
- **Clinton Foundation**  
  Operations and IT Project Manager
- **Deloitte**  
  Consultant
- **Eli Lilly**  
  Marketing Leadership Development Program
- **Federal Reserve Bank of New York**  
  Senior Examiner
- **Grant Thornton**  
  Senior Associate
- **J.P. Morgan**  
  Business Analyst
- **Open Society Foundations**  
  Strategy Associate
- **Raytheon**  
  IT Leadership Development Program
- **U.S. Coast Guard**  
  Training Budget Resource Manager

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<th>Semester I</th>
<th>Semester II</th>
<th>Semester III</th>
<th>Semester IV</th>
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<td>Financial Accounting</td>
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<td>Financial Decision Making</td>
<td>Service Operations I</td>
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<tr>
<td>Marketing Management</td>
<td>International Business Analysis</td>
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<td>Applied Statistical Analysis</td>
<td>Business &amp; Society/Legal</td>
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<td>Microeconomics</td>
<td>Environment</td>
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<td>Information Systems</td>
<td>Flexible Core Elective</td>
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<tr>
<td>Business Communications I</td>
<td>Business Communications II</td>
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“Earning an MBA gave me the tools to change my professional life. Upon graduation, I felt empowered and ready to lead.”

—Braeden Rogers ’09
**Zicklin’s Evening MBA provides preparation for a competitive business environment at a great value.** Our students come from broad professional and educational backgrounds. Such diversity affords rich learning experiences, limitless networking, and opportunities to develop as an individual, a teammate, and a leader. Courses are taught by faculty who are internationally recognized in their fields and executives who are experienced and knowledgeable.

The program admits in both fall and spring semesters. You are able to pace your degree progress based on your commitments and responsibilities. On average, our students complete the degree in 3 ½ years. Classes are offered primarily in the evening, and you will be able to take advantage of summer and January intersession options.

Such resources as the Graduate Career Management Center, Executives on Campus, speakers, and student clubs are available to you as you formulate a career strategy, hone networking skills, or research an industry of interest. You may also participate in a credit-bearing, short-term study abroad experience during the January session.

**Is this program for you?**
While most of our students are employed, they are at various points in their personal and professional lives. The MBA will enhance the knowledge you need for success in your current career path and provide the foundation to explore new possibilities. The profile of students who entered in fall 2014 is as follows:

- **Average GMAT:** 602
- **Average GPA:** 3.3
- **Average Work Experience:** 5.4 years
- **Average Age:** 29
- **Women:** 38%

**Evening MBA Curriculum**
The Zicklin Evening MBA curriculum provides a solid foundation in business fundamentals. Core requirements include courses in financial accounting, finance, microeconomics, business communication, information systems, international business, behavioral management, ethics, statistics, service operations, marketing, and business policy.

You can use your electives to explore a specific area in greater depth or to select a range of courses, depending on the approach that best fits your goals.

If you are interested in the CPA-track Accountancy program you should expect to complete additional credits for the MBA.

Where do our students work?
Our Evening MBA students are employed at companies across the metro-NYC area. Some examples are:

- AIG
- American Express
- AOL
- Bank of America
- Bloomberg LP
- BNY Mellon
- CBS Corporation
- City of New York
- Coach
- Credit Suisse
- Deloitte
- EY
- Fortress Investment Group
- Grant Thornton
- JetBlue Airways
- J.P. Morgan
- New York Life Insurance Company
- PwC
- United Nations
- Weill Cornell Medical College
"I enrolled in Zicklin's Full-Time MBA program with the goal of working in institutional sales on Wall Street. Many factors played into my decision to attend. Zicklin had an excellent reputation among my professional contacts in New York City. The faculty and facilities were outstanding. Its Manhattan location provided access to the greatest networking opportunities in the world and an unparalleled volume and variety of organizations to engage for internships and employment. Ultimately, it was clear that there was a unique opportunity to generate a tremendous return on investment.

All of my expectations were met with flying colors. The well-rounded education I received was immensely impactful, and prepared me not only for the initial job I sought, but for a far greater role as a leader. As an executive, I am charged with establishing, implementing, and overseeing my company's core strategic goals. My education and experience at Zicklin have been instrumental in my career progression, as well as in my ability to be effective at work on a daily basis. I literally reinvented myself as a professional."

—Nikolas De Sena '10
The Zicklin Executive MBA is designed to meet the needs of high-potential professionals and business leaders who are ready to take their organizations and their personal careers to the next level. There is no better value in EMBA programs in the New York City area, and our cohorts of experienced professionals, highly ranked faculty, and cutting-edge curriculum reflect that. Our program is designed to allow you to come to Baruch to focus on learning while continuing to work full-time and manage your demanding career.

The Zicklin EMBA program begins with Boot Camp, a 3-week series of modules in finance, statistics, and accounting to ease you back into the classroom and help you brush up on basic quantitative skills. Orientation weekend is held at an offsite conference center and includes academic programming, career management, and team-building activities to help you get to know your cohort. The EMBA program runs on a trimester basis, from September through June. Classes are on Saturdays, from 8:30 am to 5:30 pm, with an occasional Friday class session.

The EMBA program is a 57-credit MBA program, with all students on the general business administration track. The Academic Director carefully designs the curriculum with experienced professionals in mind, and only the most highly rated faculty at Baruch College are invited to teach in the EMBA program.

A highlight of the EMBA program curriculum is the international study tour, which usually takes place in year 2 of the program. You will travel with a faculty member to two different non-US locations for 8-10 days and meet with companies and organizations in each location. Program graduates consistently report the trip to be an illuminating experience that enhances their international business perspective and understanding of the impacts of the rapidly globalizing world and business environment.

Is this program for you?
We look for candidates that have at least 5 years of professional or managerial experience and hold a bachelor’s degree or foreign equivalent. Candidates will excel if they understand the rigors of executive education while continuing to balance their careers and personal lives. Here is a snapshot of our current Executive MBA students:

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<tr>
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<th>Year 1</th>
<th>Year 2</th>
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<tr>
<td>Age Range</td>
<td>26-48</td>
<td>27-56</td>
</tr>
<tr>
<td>Average Age</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Male</td>
<td>79%</td>
<td>54%</td>
</tr>
<tr>
<td>Female</td>
<td>21%</td>
<td>46%</td>
</tr>
<tr>
<td>Average Years of Work Experience</td>
<td>11.5</td>
<td>12.25</td>
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Partial list of course offerings
- Communicating with Consumers
- Entrepreneurial Strategy
- Financial Decision Making
- Human Capital & the Triple Bottom Line
- International Business Fundamentals
- Leadership Development
- Legal Environment of Business
- Negotiation Strategy

Where do our students work?
- Aetna
- AT&T
- Barclays
- Citibank
- HSBC Bank
- J.P. Morgan
- KPMG LLP
- Major League Gaming
- Metlife
- Mitsubishi International
- Montefiore Medical Center
- National Hockey League
- NewYork-Presbyterian Hospital
- The Museum of Modern Art
- Warner Music Group
The Executive MBA in Healthcare Administration program is dedicated to the graduate business education of practicing and aspiring healthcare professionals. The program, which has been ranked among the nation’s top graduate programs for health care management by US News & World Report, is the only one of its kind in the metro New York City region that is accredited by both CAHME and AACSB.

The Executive MBA in Healthcare Administration program is a part-time program designed to be completed in 3 years. Each fall a new cohort starts and takes classes on Tuesday and Thursday evenings from 6-9 pm (with some occasional Monday evenings during the first year). The program is offered on a trimester schedule with classes starting in September and running through the end of June. In order to accommodate your busy schedule, the program provides dinner before class, purchases course materials, and registers you for classes.

Is this program for you?
The Executive MBA in Healthcare Administration program is optimal for you if you are dedicated to a career in healthcare administration. While a majority of our students are working full-time in the healthcare sector, we also value your participation if you’re an established professional seeking to break into the healthcare industry. Here is a snapshot of the Class of 2017:

- **Average Age:** 30
- **Average GPA:** 3.5
- **Percentage Holding Advanced Degree:** 24%
- **Average Work Experience:** 7 years
- **Average Years of Work Experience in Healthcare:** 6 years
- **Female:** 41%
  **Male:** 59%

**Executive MBA in Healthcare Administration Curriculum**
The curriculum is designed to prepare you for leadership in healthcare’s rapidly changing landscape by providing a strong foundation in business and healthcare fundamentals.

**A sample of program courses:**
- Financial Decision Making
- Healthcare Accounting and Finance
- Healthcare Economics
- Human Resource Management
- Information Systems for Managers
- Legal Aspects of Healthcare Administration
- Marketing Management
- Service Operations Management
- The Social and Governmental Environment of Healthcare
- Statistical Analysis for Healthcare Administration
- Strategic Planning in Healthcare Administration

**Some organizations that employ our students and alumni**
- 32BJ Benefit Funds
- ArchCare Community Life
- AstraZeneca
- Emblem Health
- Hospital for Special Surgery
- Memorial Sloan Kettering Cancer Center
- Mount Sinai Health System
- NewYork-Presbyterian/Columbia University
- North Shore-LIJ Health System
- Novo Nordisk, Inc.
- NYC Health and Hospital Corporation
- NYU Langone
- Pfizer
- Queens Hospital Center
- Staten Island University Hospital
- Visiting Nurse Service of New York
- Weill Cornell Medical College
- Wellpoint, Inc.
“My life is in New York City, so when I was deciding on business schools, location was crucial. Zicklin’s Full-Time MBA program offered a solid education in the city’s business center while also providing good value—I didn’t want heavy postgraduate debt limiting my career decisions.

My objective was to obtain the broad business exposure that an MBA offers. Upon graduation, I felt confident that I was returning to the business world with a robust foundation that would enable me to take my career to the next level. The program also connected me with a supportive network of motivated, like-minded peers: all of my closest Zicklin friends are, like me, active in the startup world.

I was impressed by the strength of Zicklin’s entrepreneurship program. Although I didn’t focus on starting my own business when I was in school, the Entrepreneurship Center has been a great resource for me since launching my company.”

“The Entrepreneurship Center has been a great resource for me since launching my company.”

—Cassie Abrams '10
Location is everything
Integrated both physically and philosophically into the fabric of New York City, the Zicklin School of Business is located at the business center of the world. Our proximity to major corporations, business innovators, and global concerns means more opportunity for you to gain exposure to and make connections with the leading players in the world of business.

A solid return on investment — for you and your employer
When you pursue an MBA at the Zicklin School, you’ll gain knowledge and experience that will position you to meet industry challenges and reach new career heights. You’ll increase your marketable skills while maximizing your value as an employee — and that’s good for everyone’s bottom line!

We’re invested in your success
As part of the Zicklin alumni family, you’ll have access to Zicklin’s Graduate Career Management Center (GCMC). The GCMC offers a suite of services to assist graduate students and alumni in building career skills through personal branding, mock interviewing, effective communication, and successful networking techniques. The GCMC’s employer-relations team coordinates with many employers to offer recruitment activities on campus and post hundreds of jobs and internships each month.

Our special events expand your horizons
Conferences and events organized and hosted at the Zicklin School draw hundreds of attendees to hear high-profile speakers such as former United Nations Secretary General Kofi Annan and William C. Dudley, president of Federal Reserve Bank of NY, speakers who shape the conversation on today’s business and financial issues.

The connections you need for career success