Zicklin School of Business
MS Programs
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 our alumni reach new heights in their careers by providing the knowledge and skills required to thrive in an increasingly global marketplace.

Zicklin’s MS and Executive MS degree programs offer in-depth study in a range of areas. When you graduate with an MS, you will have acquired in-depth knowledge of the current practices, issues, and innovations in your field of choice. The MS is a focused degree and usually requires between 30 and 36 credits. Many of the MS degree programs are available in a flex-time format, permitting you to pursue your course of study full- or part-time and to switch schedules as your needs require.

“Innovation distinguishes between a leader and a follower.”
— Steve Jobs
**MS in Accountancy**

The Master of Science in Accountancy program is designed for students with bachelor’s degrees in business areas, including accounting. The program equips you with the necessary tools to effectively interpret and use accounting and financial information. It meets the standards adopted by The Association to Advance Collegiate Schools of Business (AACSB) International for special accreditation of accounting programs and the August 1, 2009, 150-credit-hour requirements to sit for the NY State CPA exam. In addition to these benefits, the program also provides opportunities to develop “soft skills” in order to foster the ability to readily communicate in CPA firms. Students with many course waivers must complete a minimum of 30 credits overall to receive the MS degree. Students with non-business undergraduate degrees can also apply, but are encouraged to consider the MBA accounting major, which also meets the CPA requirements.

**MS in Finance**

Innovations in financial markets, institutions, and securities present significant opportunities and challenges to financial managers on a daily basis. The Master of Science in Finance is a highly focused program designed to equip you with the advanced knowledge and cutting-edge analytical tools needed to successfully navigate today’s financial markets. The 30-credit program is ideal for you if you are a professional interested in upgrading your technical training and knowledge in finance or an individual with strong quantitative skills seeking a career change. If you are interested in taking the CFA or FRM certification exams, you can significantly cut the need for additional preparation by taking the appropriate electives offered in this program. The program can also serve as a stepping stone for you if you are interested in pursuing a PhD in Finance or a related field.

**MS in Entrepreneurship**

Entrepreneurship is a major aspect of our economy that offers many employment opportunities as well as income and wealth accumulation for diverse groups within our population. The Master of Science in Entrepreneurship is designed to meet your needs if you have a varied or limited background in entrepreneurial ventures, are part of a family business, or are interested in starting or growing your own business upon graduation. In the program you are required to take a minimum of 30 credits. (In contrast, the MBA in Entrepreneurship requires a broader spectrum of business courses.) All MS students take five required courses, as well as choose five electives in the finance, information systems, law, management, human resources management, marketing, public affairs, and real estate areas.

**MS in Financial Risk Management**

The Master of Science in Financial Risk Management provides comprehensive, foundational knowledge of the current state of risk management issues, methodologies, and challenges. This program is ideal whether you’re a recent college graduate just beginning your career in finance or a professional who wants to strengthen your knowledge and skills in this area. If you just recently graduated and are planning for a career in finance, you’ll gain a solid grounding in all areas of financial risk management and will be well prepared for entry-level positions in risk management in all types of financial institutions. If you’re more advanced in your career, you’ll obtain knowledge of current risk management tools, methodologies, and techniques, many of which have changed significantly in recent years following the financial crisis. The program also provides the academic background needed for the professional certification tests of the leading professional financial risk management associations, including the Financial Risk Manager (FRM) certification of the Global Association of Risk Professionals (GARP) and the Professional Risk Manager (PRM) certification of the Professional Risk Managers International Association (PRMIA).
“I chose to pursue my MS in Accountancy at Zicklin because of its top-notch accounting program and faculty. Many of the accounting books and articles I’ve read mention past and current Baruch professors, and I knew through my research that the MS program would be able to impart the technical skills I need to be a great accountant. I’m planning to be a forensic accountant, and I’ve taken several courses focused on that skill set.

In addition to its challenging and highly relevant MS degree program, Zicklin offers valuable opportunities for growth outside the classroom. Through Baruch’s Executives on Campus program, which pairs students with successful mentors, I’ve benefited from a mentor who has provided invaluable guidance to launch my career. In addition, joining and serving as president of the Zicklin Graduate Accounting Society helped develop my leadership, management, and communication skills.”

—Charles Hwang
Graduate Student ’15

“Through Baruch’s Executives on Campus program I’ve benefited from a mentor who has provided invaluable guidance to launch my career.”

—Charles Hwang
Graduate Student ’15
Brittany Hodak
MS in Marketing ’10
Co-Founder, ZinePak

“I was drawn to Zicklin for its reputation for excellence and value and the fact that I could customize my marketing degree by choosing classes relevant to the path I wanted to take. I also loved the balance of lifelong educators and adjunct professors who worked during the day and taught at night; it was an engaging mix that provided me with both real-world, real-time marketing expertise and a fantastic grasp of important academic concepts.

Every class imparted powerful knowledge and skills that helped me be a better employee and, eventually, a better entrepreneur. And learning among people from literally dozens of different countries and cultures exposed me to diverse perspectives, which made me a much more thorough marketer. My master’s degree bolstered my confidence to pursue my own company, and the skills I gained at Baruch were invaluable for helping ZinePak join the ranks of the less than 2% of women-owned companies with more than $1 million in annual revenue.”
**MS in Information Systems**

Today’s competitive business environment requires that companies leverage information technology to gain a competitive edge and to operate efficiently. The Master of Science in Information Systems provides you with the managerial and technological skills that support these goals. The focused program consists of 30 credits in IS-related courses and an abbreviated business core (waivable based on prior academic background). You will take core courses in key topics such as database management systems, global issues in IT, systems analysis and design, and IS strategy and may customize your degree by selecting from a range of elective courses. Graduates of the program are employed in diverse industries in positions such as project manager, system developer, technology lead, IT manager, and systems analyst. The program conforms with the DHS-STEM program so that international students who graduate from the MS program may be eligible for an additional 17-month extension on their optional practical training (OPT).

“*My master’s degree bolstered my confidence to pursue my own company, and the skills I gained at Baruch were invaluable.*”

—Brittany Hodak ’10

**MS in Marketing**

The Master of Science in Marketing is designed to provide you with the skills to either advance to the next level in marketing, if you already work in the field, or switch careers. The 30-credit program prepares you for careers in marketing analytics, digital marketing, media planning, communications strategy, or consumer insights. Several core courses provide a solid foundation in consumer decision making and the strategic process. Then, you can concentrate in an area of your choice or you can choose any elective courses offered by the department. The program has two formal concentrations: 1) Marketing Analytics: provides you with the tools and in-depth understanding needed to select the right statistical model for a marketing problem, analyze the data, interpret the results and present them; and 2) Digital Marketing: provides you with the technical foundations and latest strategic and analytical tools to market to consumers in a digital environment. The MS in Marketing can be completed in 12 months of full-time study if students opt for our accelerated program.

**MS in Quantitative Methods and Modeling**

A high priority for many organizations today is the transformation of an enormous amount of available data into usable information. Consequently, many companies are looking for individuals who are well versed in modeling, statistical analysis, and computer information systems and the job market for people who have the ability to deal effectively with information is expanding at a tremendous pace. The Master of Science in Quantitative Methods and Modeling program is designed to provide you with a broad spectrum of basic quantitative skills; thus, the required specialization courses span the areas of operations research, statistics, and computer information systems. The flexible elective requirements permit the creation of a four-course quantitative sequence tailored to your professional and/or educational objectives. You also have the option of doing a graduate internship. The MS program conforms with the DHS-STEM program so that international students who graduate from the MS/IS program may be eligible for an additional 17-month extension on their optional practical training (OPT).
MS in Real Estate

The Master of Science in Real Estate delivers core real estate business knowledge and management skills, including knowledge and technical training specific to the real estate industry. To earn the MS degree in real estate, you will complete a 30-credit curriculum consisting of 18 credits (6 courses) of required study and 12 credits (4 courses) of elective study. The 30-credit MS program in real estate is available as a Zicklin School flex-time program, which allows you to take courses on either a part-time or full-time schedule each semester. Upon completion of the program, you will be equipped for many varied and promising positions with real estate investment and development firms within the country and abroad, as well as appraisal and market and financial analysis consulting firms, property accounting firms, insurance companies, pension funds, banks and financial institutions, investment banks, real estate investment trusts, mortgage security underwriters, commingled real estate funds, regulatory agencies, and firms with large real estate holdings.

MS in Statistics

The Master of Science in Statistics is designed to train you in the design and application of quantitative models to decision making in business, finance, pharmaceutical and other industries, and government. The MS program provides you with the concepts and skills that form the fundamental base of knowledge essential to statistics professionals in today’s sophisticated business environment, including the technical background and capabilities required for the newer approaches to overall business analytics and data mining. The program is designed to provide a concentrated, in-depth study of the field that will equip you to be a technical specialist in statistics. Students who have completed the MS degree successfully go on to careers as statisticians and sometimes continue to pursue a PhD in Statistics. The MS is a 30-credit program consisting largely of statistics courses and some related business courses and can be completed either part-time or full-time.

MS in Taxation

The Master of Science in Taxation program is ideal for you if you are seeking a tax position at an accounting/tax firm, state or federal government entity, or public or private corporation, or if you have previous experience in taxation and wish to advance to the leadership levels in the tax industry. Upon graduation you will become a tax expert and will also be able to start your own tax preparation and tax planning businesses. The goals of the program are to prepare you for a broad spectrum of careers in the area of taxation and, ultimately, for leadership in the marketplace. To accomplish these goals, you will be provided with the advanced technical and research skills necessary to operate effectively as tax professionals and industry leaders. The program also gives you the necessary background to properly interpret new developments and remain in the vanguard of the profession. You can complete the program on a full-time (one-year) or part-time basis by taking a carefully chosen sequence of 10 courses (30 credits). Applicants are not required to possess an accounting or general business background.

“The rigorous, collaborative learning environment I encountered at the Zicklin School helped me develop a range of competencies crucial to career success.”

—Michael Holcomb ’06
Guidelines for Transfer Credit

MBA students may transfer up to 12 credits, but no more than 3-4 credits (one course) may be applied towards the MBA major. Note: MBA - Accountancy majors may transfer up to 14 credits, but no more than 6-8 credits (two courses) may be applied towards the major. MS students may transfer up to 8 credits (two courses) towards their program requirements.

- Only courses that have been completed in graduate institutions accredited by the AACSB-International will be considered for transfer credit, with the following exception:
  - Entering students who attended institutions not so accredited prior to their admission to Baruch can apply for transfer credit for graduate-level work equivalent to core courses, provided these courses were taken in a domestic, regionally accredited master’s program in business.

- Applications for transfer credit must be accompanied by a course description and course syllabus issued by the school in which the course was taken.

- A grade of B or better is required in courses for which transfer credit is sought. (However, grades earned at other institutions are not calculated in the Baruch grade point average.) An official transcript must be submitted showing the course taken and the grade earned.

- In general, courses must be equivalent to those in the Baruch curriculum.

- Courses must have been completed within five years of enrollment at Baruch.

- Students should submit their requests as soon as possible after confirming their intention to enroll. Once registration begins transfer credit requests are reviewed on a preliminary basis and only for courses that affect current registration.

- Once a student is admitted to Baruch, permission to take a course at another institution must be obtained prior to registration at that institution. A student needs to be in good academic standing and have a 3.0 GPA or better and no unresolved ABS or INC grades.

- In general, students are not permitted to take courses at another institution if the courses are offered at Baruch in the same semester.

- Permission to take a course at another institution does not extend the period of time in which a degree must be completed.

Michael Holcomb
EMSF ’06
Divisional Chief Financial Officer, Geller & Company

“I work in a fast-paced financial environment that requires not only exacting technical skills, but also a commitment to continuous learning and the ability to engage with a variety of professionals at all levels. The rigorous, collaborative learning environment I encountered at the Zicklin School helped me develop a range of competencies crucial to career success. Baruch’s MS in Finance carries a lot of weight in the financial industry, especially in New York. Through the executive program, I gained access to high-quality professors—whom I often see quoted as experts in their fields—and was exposed to a select group of ambitious peers with varied and interesting professional experience.

Going into the program, I was pleasantly surprised to find that we had access to the latest thinking and technology with which I had hoped to gain expertise. I was ahead of the game from day one, thanks to Zicklin.”
“I was a ‘nontraditional’ undergraduate student, working full-time during my 10-year pursuit of a degree, and when I moved to NYC I enrolled at Baruch—in part because so many Baruch students worked while attending school. While completing my undergraduate degree, I learned that Zicklin had one of the top master’s degree programs in the country for part-time students. Pursuing my graduate degree among like-minded career professionals in a dynamic business environment helped me stay focused on my goals.

I was impressed by the expertise and engagement of the Zicklin professors, who mixed real-world experience with strong academic backgrounds. The quality of the facilities within such an urban campus and the support services available to students added immeasurably to the program’s value.

My experience at Zicklin enriched my life both personally and professionally. Not only did I form lasting, rewarding friendships; I also met my mentor through the MSILR program, a connection that helped me land a position within HR at Tiffany & Co.”
Executive Programs
With over 30 years of experience running executive programs and having graduated over 50 cohorts, we understand and deliver what working professionals need. Each program offers an unbeatable combination of quality, affordability, and convenience. All our programs are cohort-based, so you will take classes with the same group of experienced professionals from diverse educational, business, and international backgrounds. The cohort thus becomes the core of your professional network. The Executive MS in Finance program classes are scheduled in trimesters so you can earn your degree in less than one year. An 8- to 10-day International Study Trip is included in the cost of the Executive MS in Finance program; students consider it the highlight of their program. Each program’s curriculum is designed to be rigorous and relevant and to deliver instant ROI; that is, to ensure that concepts learned and skills acquired can immediately be incorporated into your day-to-day professional life. In Executive Programs paragraph, the following corrections are needed in second-to-last sentence: The Executive MS in Industrial and Labor Relations program is a three-year part-time cohort program that includes a balance of HR management and labor relations. MSILR students attain applied professional training. In brief: not just knowledge, know-how.

Executive MS in Finance
Executive MS in Industrial and Labor Relations

International Executive Programs
Zicklin also offers its cutting-edge Executive Master’s Degree programs in countries such as Singapore and Taiwan. Each program is cohort-based, with students taking courses together. Each cohort (entering class) of students follows the same program curriculum from beginning to end. This type of program acts to build the network of contacts and relationships that is important to future business leaders. A typical program can be completed in ten to twelve months, with start and end dates varying from site to site and program to program. Most of the instructors are members of the faculty at Baruch and travel to the international sites to teach. This rigorous, fast-paced environment is designed for working professionals who are seeking professional development, up-to-date skills, and tools to meet the challenges of tomorrow. The programs permit students to continue working in their home countries while being a part of the Baruch College community.

Executive MS in Finance
Executive MS in Industrial and Organizational Psychology and Management of HR
Executive MS in Management of HR and Global Leadership
Executive MS in Marketing

The connections you need for career success
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 MS 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.
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