REACH NEW HEIGHTS

Zicklin School of Business
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The Zicklin School of Business is proud to be a leader in providing urban-based undergraduate and 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 undergraduate-, 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.

“Only those who will risk going too far can possibly find out how far one can go.”

—T.S. Eliot
When I entered Zicklin’s MBA program I wanted more than just a degree—I wanted a continuous learning experience, an education grounded in how to think for the future. My experience at Zicklin was transformational; it was an invaluable education I continue to rely on in providing long-term business vision for one of the world’s most iconic brands.

Zicklin enabled me to study, in a complementary way, both the practice and the theory of international marketing. I was challenged by the complex, real-world case studies and by professors who taught me to think bigger and more holistically.

Unlike other universities whose programs keep students in a bubble, Zicklin lets students learn in real life. I attended night classes after working during the day, and I was struck by how diverse those classes were: people in all stages of their careers, from all over the world, with varied specializations and wide-ranging ideologies about how business should be conducted. I loved learning amidst so many different perspectives.

“My experience at Zicklin was transformational; it was an invaluable education I continue to rely on in providing long-term business vision for one of the world’s most iconic brands.”

—Trevor Edwards
Zicklin students are part of Baruch College’s community of 17,500 students, repeatedly recognized as one of the most ethnically diverse student bodies in the United States and reflecting the ethnic and cultural complexity of the city and our increasingly global business world.
Zicklin’s myriad unique resources for its students support the learning process inside and outside the classroom.

The Lawrence N. Field Center for Entrepreneurship plays a crucial role in establishing Zicklin as a leading business school with a specialty in entrepreneurship. The Center’s vision is guided by the overarching principles of research, teaching, and service.

The Steven L. Newman Real Estate Institute provides applied research, professional and continuing education, and conferences to the real estate industry, as well as organizations focused on public policy. Since its founding in 1996, the Institute has pursued and provided timely insight on critical urban issues beyond those traditionally associated with core real estate topics.

The Wasserman Trading Floor/Subotnick Financial Services Center is one of the largest and most technologically advanced educational facilities of its kind. The Center introduces students to economic, financial, journalism, and technology principles using professional market data systems and analytic software. The Center sponsors international student exchange and visiting scholar programs.

The Weissman Center for International Business, guided by an advisory council of distinguished executives, prepares students for careers in the global workplace by building bridges between the worlds of academia and international business.

The Robert Zicklin Center for Corporate Integrity was established in 2002 to keep an informed spotlight on the changing issues of governance and financial reporting confronting U.S. corporations and capital markets. The Center sponsors a wide range of conferences and seminars, covering auditing, financial reporting, sustainability, and a variety of timely issues in business ethics.
“Although I enjoyed a successful career in New York politics and government post-college, my goal was to secure a position in the corporate world, and I felt that an MBA degree would sharpen my business acumen and increase my attractiveness to corporate employers. Baruch appealed to me for many reasons: it’s known for its high standards and excellent business reputation; the financial investment was tenable for someone paying out of pocket; and its executive program format enabled me to continue building my career while pursuing my degree.

My MBA rounded out my skill base and broadened my management perspective. Particularly impactful was the curriculum’s emphasis on team projects. Forming relationships with smart, successful, talented people from diverse industries and outlooks taught me the importance of leveraging varied capabilities to maximize group success—a concept that helped me advance in my government career and eventually transition into a stimulating corporate career.”

 Ranked among “Top 25 Colleges for Entrepreneurship” for the sixth consecutive year
(The Princeton Review, 2015)
"Having earned my undergraduate degree in finance at Baruch’s Zicklin School of Business, I also chose to pursue my master’s degree at Zicklin, as it offered a respected, concentrated, and highly focused program that fit my hectic schedule. I expected the program to enhance my capabilities and credentials, and to prepare me for upcoming business and management challenges, all of which materialized. I was most impressed by the dedicated and business-experienced faculty members. They were able to connect theory/academics and practicality and apply the financial principles they taught to today’s and tomorrow’s business issues, both domestic and international.

Tailored to working professionals and high achievers, Zicklin’s programs deliver a practical, relevant curriculum and valuable network-building opportunities that equip graduates to handle current and future challenges and become better leaders."

Avi Masry
BS ’99, EMSF ’06
Managing Director and Global Head of AUM Reporting
BlackRock

Graduate Programs

MBA (Majors) Full-Time & Evening
- Accountancy
- Decision Sciences
- Economics
- Entrepreneurship
- Finance
- Industrial/Organizational Psychology
- Information Systems
- International Business
- Marketing
- Operations Management
- Organizational Behavior/Human Resource Management
- Real Estate
- Statistics
- Sustainable Business
- Taxation
- Joint JD/MBA

In addition to the majors above, you also have the opportunity to create your own customized cross-disciplinary concentration.

MS (Programs)
- Accountancy
- Entrepreneurship
- Finance
- Financial Risk Management
- Information Systems
- Marketing
- Quantitative Methods and Modeling
- Real Estate
- Statistics
- Taxation

Graduate Programs

Best Grad Schools
US News
2016
Executive Programs
- MBA
- MBA in Healthcare Administration
- MS in Finance
- MS in Industrial & Labor Relations

International Executive Programs
- 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

Doctoral Programs (PhD)
- Accounting
- Finance (The doctoral specialization in finance offers the Real Estate Track)
- Information Systems
- Marketing
- Management

Susan Fox
MBA in Healthcare Administration ’88
CEO & President
White Plains Hospital

“A brief nursing career had validated my interest in healthcare, but I was eager to move into the business side of the industry. Not only was the Zicklin School’s MBA program in healthcare administration affordable, enabling me to go to school full time and work part time; it was comprehensive and dynamic, and effectively prepared me for real-world situations. The academic content coupled with case studies and real-life experience was an excellent combination.

Even beyond the skills and knowledge gained, the program connected to alumni in a very valuable way. Offering assistance with resume development and interview skills, connecting us with internships and industry leaders, and ultimately opening doors to employment opportunities—this kind of practical assistance is priceless. The program was very successful in providing a path to that all-important first job, as well as a network of helpful, supportive professionals there to assist us as we advanced in our careers.”
When I decided to pursue an advanced business degree, I applied to programs at several schools, including Baruch, which has an excellent reputation in my native Taiwan. The professionals I encountered at the Zicklin School best understood what my strengths were. With their guidance and support, I completed an intense PhD program in business with an accounting specialization. The program’s current, highly relevant course material and strong emphasis on research methodology have proven directly applicable as I market my company’s products in multiple international settings. Also of great value was the opportunity to meet many top research academics via the program’s weekly academic workshops.

Central to the program was the discipline I learned in how to systematically address the major decisions I face in my business life, such as what information systems to adopt and what marketing ventures to engage in. It is the discipline in reasoning that I learned during the PhD program that has kept me pointing in the right direction.

A solid investment in your professional future
When you pursue an undergraduate or graduate degree at the Zicklin School, you’ll gain knowledge and experience that will position you to meet the challenges of today’s increasingly complex business environment and to 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!

Ongoing support along your career path
As part of the Zicklin graduate alumni family, you’ll have access to Zicklin’s Graduate Career Management Center (GCMC). The GCMC offers a suite of services to assist 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 posts hundreds of jobs and internships each month.

If you are among the many alumni of Baruch College’s undergraduate program and want to return to speak to a career advisor or get help with your job search, come to the Starr Career Development Center (SCDC). Let us know if you are considering graduate school or just need to speak to someone as you consider possible changes in your career path. As undergraduates, you have access to over 10,000 internship and job opportunities every year as well as a wide variety of workshops.

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 the Federal Reserve Bank of New York, speakers who shape the conversation on today’s business and financial issues.
The Zicklin School is in the heart of the business capital of the world. This dynamic, real-world “classroom” adds immeasurably to the value of a Zicklin degree and offers unparalleled internship and career opportunities. **Above left:** Former Secretary-General of the United Nations Kofi Annan meeting with students in a reception before his speech. **Above right:** Federal Reserve Bank of New York President William C. Dudley speaking to students.

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