

Report of the Zicklin School of Business to Baruch College General Faculty-September, 2008

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.

New Faculty

The Zicklin School welcomes twelve new faculty members: *Accountancy*-Ting Chen, Young-Gyu Lee, Dae-Hee Yoon, Emamuel Zur; *Law*-Marya Cotten; *Management*-Stephan Dilchert, Weilei Shi; *Marketing & International Business*-Pragya Mathur, Sajeesh Sajeesh; *Real Estate*-Andra Ghent; *Statistics/CIS*-Yu Yue, Hyokyoung Hong.

New Administrative Appointments

Johanna Martin, formerly Assistant Director of Career Advisement, is now the Director of the Graduate Career management Center. Ruthe Lloyd joined the GCMC as Manager of Corporate Relations. Louise Coberland is the new CUNY Office Assistant in Statistics/CIS.

Academic Programs

Graduate Programs

At "Form A" day 746 new Zicklin graduate students (501 MBAs & 245 MSs) were enrolled, which is a 7% increase over fall 2007. In total, there are 2551 Zicklin graduate students, 65% of whom are MBAs.

The full-time honors MBA program welcomed 75 new students this fall, an increase of 19% over last year. The program continued to enhance its orientation program by adding an extra three days. Entering honors MBA students enthusiastically received instruction and exercises in team dynamics and communication, leadership, conflict management and negotiations, and began their career management process. The Flex-Time/APT Orientation was extended by half a day and drew its largest group of MBA & MS students ever. Student, faculty, and alumni volunteers spent a Thursday night and all day Saturday in late August greeting the newest members of the Zicklin family. A Cocktail Reception on Thursday evening included a graduate club fair, which increased membership for all of the graduate clubs and demonstrated the culture of Zicklin and Baruch. The fair created an opportunity for continuing students and alumni to meet with entering MBA & MS students.

The Admissions Team will continue their canvassing of New York and beyond. In addition to their East Coast activities and their international travel to India, Zicklin will be represented in MBA recruitment events in China, South Korea, Japan, and Taiwan for the first time.

The Graduate Curriculum Committee and Zicklin faculty approved the addition of Business Communications I&II to the MBA Core Curriculum in spring 2008. This augmentation to the MBA core is in response to recruiter and faculty feedback. The Full-time Honors and Accelerated Part-time MBA cohorts are the first students to participate in this exciting new course work. The Curriculum Committee is currently reviewing proposals for a revision to the MBA curriculum structure, a new MS in Entrepreneurship and a Joint MBA/MS in Financial Engineering with the Weismann School of Arts and Sciences.

The MBA Learning Assurance Committee continues to make significant progress on assessing the eight learning goals of the MBA program. In spring 2008 Teamwork and Leadership went

through the first full round of data collection. Ethical Awareness followed with its first full round this past summer. Communication will be assessed this fall. The rubrics for Information and Technology Literacy, Quantitative Analysis, and Global Awareness will all be piloted this fall with full rounds of data collection set for the next academic year.

The Zicklin Graduate Leadership Speaker Series continues to attract graduate and undergraduate students to meet prominent industry leaders during their fall and spring semesters at Baruch. Guests promote leadership, values and ethics as part of their presentations. The Zicklin Leadership Lecture Video Series, a group of five videos hosted by Professor Donald Vredenburgh, is now available on You Tube.

The Graduate Career Management Center is off to a great start this academic year, having increased interaction with students during this summer's orientation programs. All workshops, events, and advising schedules are full!

Fall on-campus recruiting is in full swing. 19 firms are participating, up from 16 firms last year. Firms participating include: Anchin, Block & Anchin, BDO Seidman, Berdon, Deloitte, Eisner, ERE, Ernst & Young, Friedman LLP, Grant Thornton, Holtz Rubenstein Reminick, J.H. Cohn, KPMG, PricewaterhouseCoopers, PwC, RSM McGladrey, UHY, Unilever, Weiser, WTAS. The Center, along with the Executives On Campus program, just launched the 6th year of the Executive Student Partnership program. This fall, over 122 Zicklin graduate students from the class of 2010 will be paired with executive mentors who will assist the students in their efforts to define their career goals, develop their marketing strategies, and engage in their search for summer internship positions. Student participation has increased 52% from last year. Also, this is a change from previous years, when the program focused on graduating students. The executives and students are excited for the opportunity to forge these relationships earlier in students' academic program.

Executive Programs started the new academic year with new student orientations. The Baruch/Mt Sinai program held a one day orientation prior to the start of first class, and featured workshops on "Crafting Your Experience and Setting your Expectations", "Communications and Presentations Skills" and "Working in Groups-Bush Fire Survival Simulation". Executive MBA, MS in Finance and MS in Financial Statement Analysis had a three day orientation off-campus, featuring workshops, tutorial sessions and plenary sessions. Prior to the start of classes students also participated in Executive Programs Skills Refresher Boot-Camp reviewing Financial Accounting and Quantitative Tools.

Executive Programs is pleased to report the following fall intake numbers:

Baruch/Mt Sinai Graduate Program in Health Care	38 new students (up from 24)
Executive MS in Finance	43 new students (up from 41)
Executive MBA	41 new students (up from 39)
Executive MS in Financial Statement Analysis	13 new students (new program)

The Stan Ross Department of Accountancy welcomes two visiting professors: Ajay Maindiratta (NYU) and Antonio Marra (Bocconi University, Italy), and four visiting scholars: Jihwang Yoon (Aoyama Gakuin University, Japan), Changqing Li (Xiamen University, China), Lebin Wang (Southwestern University of Finance and Economics, China); Claire Dambrin (HEC, France). The Department is launching a new Executive MS in Financial Statement Analysis program this fall. The program is designed to prepare executives who are looking for career-advancing opportunities in commercial banks, insurance companies, hedge funds, brokerage firms, and rating agencies. This Executive MS program will incorporate an interdisciplinary approach to the

study of financial markets and the valuation of assets by combining subject matters included in financial reporting and analysis, corporate finance, portfolio management, investments, risk management, statistics, and economics.

The Bert W. Wasserman Department of Economics and Finance continues to provide customized training for the China Construction Bank, with programs in June and August 2008. The Department will field a team in the national Federal Reserve Bank Challenge Competition organized by the Federal Reserve Bank.

Faculty in the Department of Law note several contributions to scholarship: Professor Jay Weiser presented a paper on community association remedies at the Asian Real Estate Society conference in Shanghai in July and was lead counsel, same-sex relationship Executive Order memo, from the NYC Bar in June; Professor Valerie Watnick's article, *The Electronic Formation of Contracts and the Common Law Mailbox Rule*, 56(1) *Baylor Law Review* (2004) was cited in the new edition of "Williston On Contracts", one of the foremost authorities on contract law; Professor Donna Gitter took First Runner Up for Best Academic Paper Award at the Second Annual International Conference on Business, Law, and Technology, Touro Law Center in June for *Resolving the Open Source Paradox in Biotechnology: A Proposal for a Revised Open Source Policy for Publicly Funded Genomic Databases*; and Professor Elliot Axelrod presented his paper entitled, *Common Law Protection of Ideas* at the Academy of Legal Studies in Business, International Conference in California.

The Department of Management is pleased to report that Professor T. K. Das is listed among the top two percent of authors in a study of the impact that Management researchers have made over the last quarter century (1981-2004) as reported in the *Journal of Management*. Using the ISI Web of Knowledge relational database (which covers all the disciplines at Zicklin), the article, "Scholarly Influence in the Field of Management: A Bibliometric Analysis of the Determinants of University and Author Impact in the Management Literature in the Past Quarter Century" (Vol. 34, No. 4, pp. 641-720), examines 30 management journals, 1,693 universities and 25,248 management scholars, with a total of 739,472 university citations and 1,008,258 author citations. Professor Das is the only faculty member from CUNY to be so recognized. The department is also proud to report that its Graduate Entrepreneurship Program was recognized as one of the top 25 by Princeton Review.

The Department of Marketing and International Business hosted a team of external reviewers consisting of senior faculty from University of Texas at Dallas, University of Colorado at Boulder, and New York University. They spent a day and a half on campus, meeting with faculty, administrators and students. Their report complimented the department on its research productivity and made valuable suggestions to help the department take better advantage of existing strengths. The department partnered with Microsoft to launch the first Microsoft Challenge for Baruch's graduate students, in which student teams competed to develop a search marketing campaign. Over fifty students participated in the Challenge, and at its conclusion, the top three teams were presented awards by Microsoft executives. Marketing students also distinguished themselves in the annual Collegiate Echo Competition sponsored by the Direct Marketing Educational Foundation by winning the gold award for the fifth year in a row as well as an Honorable Mention.

The Department of Real Estate has its first intake of 26 students in the MS program for fall 2008. The Department hosted the third Baruch-Columbia-NYU Research Symposium in January 2008, and with the Weissman Center for International Business, co-organized the AsRES 3rd Annual

meeting in Shanghai in July 2008. The conference attracted 675 participants, with 325 papers presented and is the largest Real Estate Academic conference in the world.

The Department of Statistics and Computer Information Systems received a site visit from a team of senior faculty as part of an external review of the department. The team consisted of Professor James Calvin of Texas A&M University, Associate Dean and Professor Allen Lee of Virginia Commonwealth University and Prof. J. Christopher Westland of the University of Illinois, Chicago. The team spent a day and a half at Baruch meeting with faculty, administrators and students and the department is currently awaiting their report. The department inaugurated two new labs that intended to support research. One is the Statistical Consulting Lab, which is intended to provide statistical support to faculty throughout the college who are engaged in research requiring statistical analysis. The second lab is the Computer Experimental Lab intended to support faculty engaged in subject-based research in the area of information technology. The department began its second cohort class in the Executive MS in Business Computer Information Systems in the Executive International Programs. This cohort is based in Taiwan. The department is currently working toward expanding the program to other countries.

Zicklin Academic Centers

The Robert Zicklin Center for Corporate Integrity (ZCCI) sponsored four events in the spring semester of 2008. On February 28 and 29, the center co-sponsored *Money, Politics, and Corporate Risk* with The Center for Political Accountability, the Zicklin Center for Business Ethics Research at Wharton, and Directorship Magazine. This two day conference addressed the issues surrounding corporate governance and corporate political activity. The program on the February 28th explored company participation in the political process and placed it in the broader context of the societal role and responsibilities of corporations. Day two of the program was exclusively for directors and focused on creating accountability. CCI co-sponsored *Everyone's Going Green: A Corporate Leader's Challenge in the 21st Century* on April 1 with Net Impact, which detailed the "Green" movement and what it means for business.

On April 17, ZCCI co-sponsored *XBRL for Equity Research and Investment Analysis* with New York Society of Securities Analysts and RIXML. This event taught how to use XBRL in the investment research and analysis process through discussions, presentations and live demonstrations. Key regulators and stakeholder representatives explained how the implementation of XBRL in regulatory reporting and research systems will greatly increase the capabilities of individual investors and professional analysts.

On May 1, ZCCI held its most established and prestigious conference, the Financial Reporting Conference for the 7th consecutive year. This all day conference provided a forum for interaction between business and accounting executives and policy setters from the U.S. Securities and Exchange Commission (SEC) and the Financial Accounting Standards Board (FASB). The conference focused on integrity problems resulting from complexity in financial reporting and fair value implementation. Program highlights included addresses by Robert Herz, Chairman of the Financial Accounting Standards Board, Conrad Hewitt, Chief Accountant of the Securities and Exchange Commission and Mark Olson, Chairman of the Public Companies Accounting Oversight Board (PCAOB).

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 209 events in the spring 2008 semester. Events included 176 class sessions for for-credit courses in a range of disciplines, 24 non-credit workshops on Reuters and Bloomberg, 14 corporate and

executive education events and 17 special events including trading simulations and coverage of Federal Open Market Committee testimony.

The Trading Floor will host the 6th annual Equity Markets Microstructure Seminar from November 12 through November 14, 2008. Faculty, administrators and Deans from Colleges, Universities and corporations will participate in lecture sessions, hands on trading simulations and presentations on teaching market microstructure and using academic trading floors in business and information systems curricula. The web page with conference agenda is: <http://www.baruch.cuny.edu/conference/microstructureseminar>.

The Weissman Center for International Business (WCIB) expanded student services to evening hours by keeping its offices open until 8pm on Wednesdays in order to better service students who work during the day and attend classes in the evening. The Center is currently developing an interactive portal that will integrate significant aspects of student-related study abroad administration to enable student services to be provided more effectively and efficiently.

In the spring semester 2008, the WCIB presented two Mitsui USA Lunch-Time Forums. The first event, "Billions of Entrepreneurs: How China and India are Reshaping Their Futures – and Yours," featured Tarun Khann, The Jorge Paulo Lemann Professor of Business Strategy at Harvard Business School. The second event, "Lessons from the Credit Crunch: How the Sub-prime Mortgage Crisis has Grown to Become a Global Credit Crisis," featured Hugh Lamle, President, MD Sass. In the spring semester 2008, the WCIB sponsored nine faculty seminars in the WCIB International Business Faculty Research Seminar Series.

In June 2008, the WCIB was awarded a Certificate of Appreciation for Achievement in Trade by the U.S. Department of Commerce for its partnership and continued support of the U.S. Commercial Service. The award was presented by Congresswoman Carolyn Maloney.