

Bert W. and Sandra Wasserman Trading Floor

Subotnick Financial Services Center

Zicklin School of Business, Baruch College, CUNY

Annual Report 2025-26

Mission statement supporting the core mission of CUNY

Following [CUNY's mission](#) to provide a public first-rate education to all students, regardless of means or background, the mission of the center is to:

[Support experiential learning for students in the analysis of financial markets, trading, corporate finance, and related concepts.](#)

The mission is fulfilled through accessibility to financial data technologies, which enriches students' learning experience and makes them better prepared when they enter the workplace.

Overview

Baruch's financial trading lab was opened in 2000, one of the first in the country. The Wasserman Trading Floor is a state-of-the-art experiential learning center designed to replicate the real-time data rich, technology-intensive environment of a trading floor found within financial institutions. The trading floor, one of the largest in the country, has 50 seats, dual-monitor computers, 12 industry-standard Bloomberg terminals, along with access to other financial technology tools, such as FactSet and S&P Capital IQ. The atmosphere of a live trading environment is enhanced with 2 LCD displays streaming financial data and latest news, as well as a 20' and a 35' stock ticker continuously scrolling current stock prices. The resources in the Trading Floor feature in the research guides for several disciplines.

A significant feature of the Wasserman Trading Floor is it is part of an integrated facility within the Subotnick Financial Services Center which includes the 60-seat Sidney I. Lirtzman Financial Seminar Hall, and a 25-seat development room which requires an upgrade in its AV equipment. This allows the center to hold multiple events simultaneously, such as student clubs in the seminar hall, and seminars and classes in the trading floor.

Objectives

The center assists students to gain access to classes, workshops, club meetings, job listings, alumni list, certifications, trading simulations and other experiential opportunities. In addition, faculty and staff can use the terminals for their research and class assignments.

Students apply the knowledge gained in the classroom to conduct investment analysis, risk modeling, financial statement analysis, and investment portfolio management using software, market data and information tools commonly used by Wall Street firms.

Current Activities

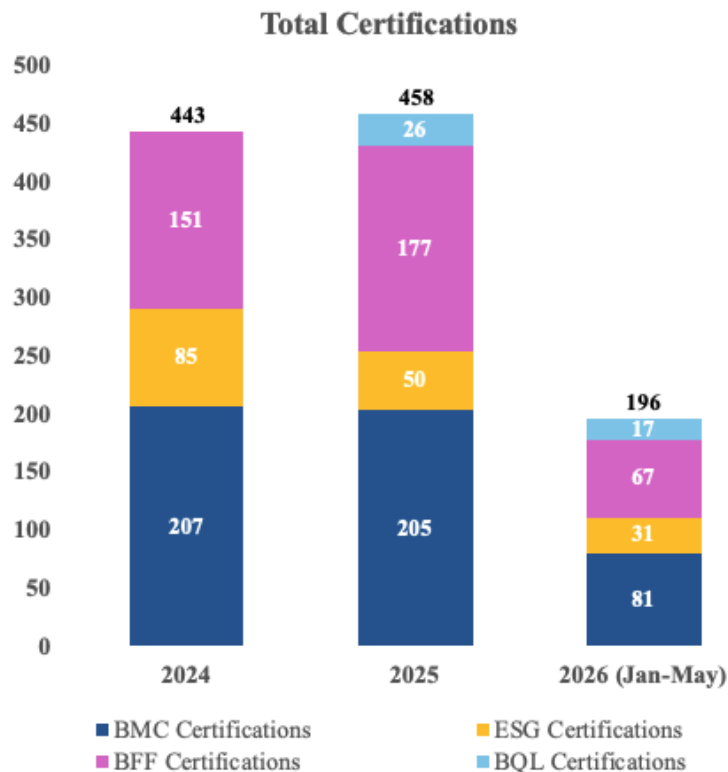
The center supports a variety of academic and non-academic programs including: (1) for-credit classes; (2) non-credit workshops; (3) certifications; (4) student clubs; (5) corporate events; (6) open access and (7) trading simulations. The center is a routine stop on the information tour that Undergraduate Admissions takes potential students on, highlighting the experiential learning resources available.

Several *for-credit classes* are offered through the Trading Floor and Seminar Hall which gives students a blend of analysis, theory, and practical application. Courses utilizing the center may schedule all classes over the semester or just one session to demonstrate the Bloomberg application. Courses held in the center this past year included: *FIN Special Topics in Trading*, *CIS Data Visualization*, *CIS Principles of Fintech*, *BUS Special Topics in Business Analytics* and *RE Advanced Real Estate Capital Markets*.

Introductory workshops are regularly offered in Fall and Spring in the Trading Floor for students interested in learning how to use Bloomberg, FactSet, Capital IQ, and LSEG (Refinitiv). Advanced workshops cover the Bloomberg-Excel API, Investment Analysis, Futures & Options, AI enabled Research, and Indices. The classes are free, non-credit sessions open to all Baruch students, faculty, and staff, and taught by members of the library and the center. We work to promote workshop attendance every semester, liaising with undergraduate and graduate Student Advising. In 2025-26, *workshop attendance, in person and virtual, totaled about 240 each semester* (Spring 2025: about 221)

Certifications: The center promotes and facilitates self-paced certification

programs to students to develop and demonstrate knowledge of the software. The chart below from Bloomberg shows information on certifications completed by Baruch students by category.



Students can sign up for Bloomberg certifications—such as Bloomberg Markets Concepts (BMC), Bloomberg Finance Fundamentals (BFF), ESG, or Spreadsheet Analysis. The certificates are free if they are accessed through the Bloomberg Terminals or web learner account using their school email address.

The Bloomberg credentials boost students' knowledge and strengthen their job applications. These e-learning courses provide a self-paced, interactive way to explore different areas of finance deeply. Upon finishing each program, students receive a certificate of completion they can promote on their LinkedIn, resume, and CV.

Student clubs: The Center provides space for general interest meetings of student clubs. More than 10 Student Clubs requested the center to host lunchtime club meetings during the year.

Corporate events: We hosted a half-day corporate event in September 2025, "A Better Way to Trade Carbon", sponsored by the Green Impact

Exchange (GIX), in collaboration with the Robert A. Schwartz Center for Trading and Financial Markets Research. We also hosted the annual full-day Seminar on Trading, Liquidity, and Market Structure sponsored by the Schwartz Center at the Zicklin School of Business.

Open access is provided throughout the year by having the Trading Floor open for walk-in use. This open access is vital for students to learn the available software, take certification courses and complete assignments. During the semester, the Center is open from 9:30am to 5:30pm, Monday to Friday. During Winter and Summer breaks, the Center is open from 12:30am to 5:30pm, Monday to Thursday only. In FY26 we initiated a policy that required students to sign in when accessing the Trading Floor. *Monthly student traffic averaged around 900 in Fall 25 and Spring 26 semesters.*

Trading Simulations: The Center takes a lead role in coordinating trading simulation events for student and others. During Fall 2025, the center organized, hosted and mentored nine Baruch student teams in the 2025 Bloomberg Global Trading Challenge, a fast-paced, simulated stock market competition. Each team managed a virtual \$1 million portfolio, making trades, tracking performance, and adjusting strategies in real time. All trades were executed on the Bloomberg terminals in the center. The Director acted as faculty advisor to many of the Baruch teams.

After the five-week competition, a team of Zicklin School undergraduates placed in the top 3 percent of all university teams competing globally, finishing with trading profits of over \$40,000. They were the only Baruch team to end with a positive P/L. The team also placed second among all participating CUNY teams, finishing 31st in North America and in the top 100 worldwide.

The center also organized the fourth annual Baruch Stock Market Challenge for High School Students in summer 2025 in which 20-25 students drawn from over local high schools competed in a 4-week virtual trading competition on the MarketWatch platform and attended weekly instructional classes by the director and staff. Prizes and certificates were awarded to students at the prize giving and awards ceremony.

[Infrastructure, Hardware and Software](#)

Center staff are responsible to maintain the infrastructure and technology as we strive to meet the needs of students and faculty within the center

budget. Upgrades in the past 1-2 years have included restoration of stock tickers and LCD news screens, new lighting in the Seminar Hall, replacement of overhead projector parts and repairing FactSet and CapIQ software connectivity.

The Center uses a website calendar service, Tockify, to post classes, meetings and other events scheduled in the center, with separate colors for each category. This calendar is viewable by students and faculty without a need to log in.

Staffing

Gideon Pell, Lecturer in Information Systems, is the current Director of the Center, having previously served as Interim Director and Associate Director for a total of 8 years.

He is supported by an Office Administrator, a current MS in Finance student, and four College Assistants, undergraduate or graduate students with backgrounds in a related field (e.g., Finance) that staff the reception, answer student questions, and other duties as needed. The CA salary costs are charged to the Student Tech Fee (STF) overseen by the CIO.

Budget

The FY26 financial report and FY27 budget are in the Appendices.

Plans

In the next year, we will explore additional ways to collaborate with college departments and offices with the aim of supporting and extending usage of the center's platforms, tools, and services. Priority will be given to scheduling classes, workshops and events, with the balance of the time given to open access by students.

Other projects include:

- Coordinate with the Office of Alumni Relations on hosting an evening event in the Center that connects alumni and industry leaders.
- Lead an additional trading competition for students over 3 sessions with the Schwartz Center based on its TraderEx trading simulation software.
- Organize a full day educational session on the Bloomberg Terminals for a group of international MBA students being arranged by the Zicklin Executive Program.

Our plans for next year include making specific improvements in the infrastructure of the Center/Trading Floor to modernize and upgrade the facilities, increasing its appeal and meet the expectations of users.

- a. Replace the original ceiling lighting with modern LED lights.
- b. Install cutting-edge Audio/Visual equipment with touch-panel control and video capabilities to replace the aged equipment in place.

An estimate of the costs of implementation is reflected in the budget for FY27.

SUBOTNICK CENTER			
Financial Report (2025-26)			
<i>(In dollar thousands)</i>			
			BAR55
Opening Balance			\$142
<u>Income</u>			
Facilities rental fees			4
Other funding			-
			\$4
<u>Expenses</u>			
Personnel costs			131
Other			5
			\$136
Closing Balance			\$10

SUBOTNICK CENTER			
Annual Budget (2026-27)			
<i>(In dollar thousands)</i>			
			BAR55
Opening Balance 7/1/26			\$10
<u>Income</u>			
Facilities rental fees			11
Other funding			145
			\$156
<u>Expenses</u>			
Personnel costs			71
Other			91
			\$162
Projected Balance 6/30/27			\$4