

ZSB Report to the General Faculty

The Zicklin School of Business offers programs of study that lead to BBA, MS, and MBA degrees. Its executive programs include MS, MBA, and Doctor of Business Administration degrees. The Zicklin School also delivers a PhD in Business jointly with Baruch College and the CUNY Graduate Center. Newly launched online degree programs include the MBA, the MS in Business Analytics, and the MS in Marketing with a concentration in digital marketing. A brand-new Advanced Certificate in Data Analytics allows students to potentially apply credits toward the MS in Business Analytics.

The #WhyZicklin video campaign now has 47 videos of unscripted student stories and faculty interviews, which have earned nearly 40,000 views. Season Four launched in February with videos starring alumnus John Gomes (MBA, '02) and Mariia Mohyla (MS in Business Analytics, '24). Fifteen additional videos have been filmed and are being edited and will launch this Spring.

Zicklin's LinkedIn advertising campaign for 2024 is targeted to prospective executive students in the greater NYC metropolitan region. Zicklin's Google Keyword Search Campaign is targeted to prospective Online MBA, Online MS in Business Administration and Online MS in Marketing students.

Zicklin continues to leverage its social media presence on Facebook, Instagram, LinkedIn, Twitter, and YouTube with a combined following of just over 41,000. Zicklin's brand presence on YouTube continues to steadily grow with over 1,300 subscribers and total views hitting 133,000 since the channel's launch in 2017.

Zicklin Undergraduate Program (ZUGP)

As of Spring 2024, there are 6,506 students enrolled in the BBA program, 172 undergraduate business courses offered with 695 sections and seats enrolled totaling 33,739; an increase of 957 (2.92%) compared to Spring 2023.

Continuing from Fall 2021 when the new BBA admission requirements took effect; for the Spring 2024 semester, Zicklin admitted 1,241 students via the early entry path, 52 students via the regular entry path and 21 continuing students who completed the pre-fall 2021 admission requirements.

The virtual Spring 2024 Zicklin New Student Welcoming Undergraduate Orientation included a fireside chat with alumni Gaoussou Lelenta and Mayer Estinville. Gaoussou graduated from Zicklin in 2010 with a BBA in Finance. He has worked at several firms in positions of increasing responsibility since graduating. At present, he is a Digital Finance Manager at Pfizer and is a mentor for the National Association of Black Accountants. Mayer graduated from Zicklin in 2021 with a BBA in Finance. Since graduating, he has worked with the consulting company Kearney, where he is now an Associate. Mayer is a Baruch College Fund Trustee.

The Business Co-Op Program, which launched in Fall 2023, has 18 students currently enrolled. This Spring semester, six undergraduate students are working full-time co-op positions lasting through May/June 2024, and we are preparing a new cohort of 10, as well as two returning students, for co-op positions during fall 2024 (July 2024 through December 2024). The Business Co-Op team here at Zicklin is working closely with the Starr Career Development in the preparation of participating students for interviews and in their development of career readiness competencies. The team is also working to expand the number of participating employers, and are now registering employers for Spring 2025 and Fall 2025 co-op positions. Current participating employers include Con Edison and Deloitte.

The Zicklin Undergraduate Honors Program (ZUHP)

Zicklin Honors, housed in the Zicklin School, is the only business honors program at Baruch. The Program graduated 6 students in December. Placements included Risk Analyst at JP Morgan; AI Fellow at Cornell; EY Transaction Diligence; and fund finance at Iconiq Capital. Currently, 74 students are enrolled in the following majors: 8 Accounting; 2 CIS; 4 Economics; 44 Finance; 1 I/O Psychology; 4 Management; 10 Marketing; 1 Statistics.

The Program admits students twice yearly. The spring 24 admissions cycle is ongoing with a plan to admit 23-25 students.

Also this spring, the Zicklin Honors Advisory Board will interview applicants for our Merit Awards which are funded by donations from the Board. The Program will award 3-5 students \$1,500-\$2,500 each.

Finally, the Program launched a new luncheon series in which Zicklin Honors alums return to campus to meet with and advise current students. Many successful alums have generously volunteered their time to help the next generation. The first luncheon, held in February, featured alums in fields ranging from private equity and investment banking to advertising.

Zicklin Graduate Admissions

Recruitment

The ZGA office hosted a series of events, including weekly online recruitment webinars, live chats and several in-person open houses. Staff also attended graduate fairs in NYC with GMAC, Advent, and QS as well as online events with Poets & Quants.

Spring 2024

- We received 743 applications, which is the highest number of applications on record, resulting in 422 new graduate students registering. This represents a 25% increase from Spring 2023. The increase was mostly from domestic applicants.
- The Online MBA enrolled an intake of 34 students, while the Evening MBA remained steady with 48 students.

Fall 2024

- In January, the student recruitment campaign for Fall was launched for three new graduate programs – the Online MS Business Analytics, the Online MS Marketing, and the Advanced Certificate in Data Analytics - and a new STEM-designated Information Analytics concentration for MS Accountancy.

Graduate Career Management Center

Over 15,000 internships and fulltime job opportunities were posted in Handshake in Academic Year 2023 by companies, alumni, and employer partners. In the academic year, individuals from over 125 companies and organizations took part in virtual events to interact and engage with Zicklin students, including the Accounting Career Fair, individual recruiting and information sessions, networking events, Boot Camps and graduate student club events. The GCMC's Employment Report and success stories may be found: <https://zicklin.baruch.cuny.edu/academic-programs/graduate/student-experience/gcmc-graduate-career-management-center/outcomes-and-success-stories/>

In the 2022/2023 academic year, the GCMC had 2,245 appointments with 905 unique students and alumni. The GCMC has a very active presence on social media with 5,000+ LinkedIn group members, 500+ YouTube subscribers, and 4,000+ Instagram, Facebook and Twitter followers combined. The GCMC's Employment Report and success stories may be found: <https://zicklin.baruch.cuny.edu/academic-programs/graduate/student-experience/gcmc-graduate-career-management-center/outcomes-and-success-stories/>

Zicklin Graduate Programs

- Another cohort of more than 30 students joined the online MBA program, contributing to enrollment of just under 2500 Zicklin graduate students.
- The Zicklin Graduate Student Ambassadors and Grad Buddies hosted a number of events for graduate students including virtual and in-person gatherings to engage about specific topics in professional development and to network.
- The graduate Zicklin Women in Business Club, Graduate Ascend Club, MBA Club, and Graduate Pride Club hosted the second edition of the Zicklin Graduate Clubs Business Case Competition. Seven student teams submitted entries for the first round, three teams were selected to present at the final round, and a team comprised of Jared Schain (Evening MBA), Laura Rangel (Full-time MBA, 1st year), Nadina Valentin (Full-time MBA, 2nd year), and Salman Shah (MS Business Analytics) claimed first place.
- A team of four Zicklin graduate students—Justin McMillin (Evening MBA), Shalaka Datar (MS Finance), Linger (Eva) Zhang (MS Finance), and Harsh Thosani (MS Finance)—participated in the Florida Southern College 10th Annual Strategic MBA Case Competition and won second place.

Zicklin Executive Programs

This is our key recruiting time for next fall's classes in four programs: the Executive MBA (EMBA), Executive MBA in Healthcare Administration (EMBS HCA), Executive MS in Human Resource Management (EMS HRM), and the Doctor of Business Administration (DBA).

This spring we are offering two very special in-person recruiting events that highlight the executive student experience. Prospective students will attend a special sample class, network with current students, and have the opportunity for informal discussions with faculty and staff. The March 9 event will feature Zicklin marketing Prof. Karthik Sridhar with a class on "AI Empowered Marketing Intelligence." The second event will be on May 9, and will feature Prof. Stephan Dilchert of our Management Department, with a sample class on how human capital shapes effective leadership.

Two international study tours are planned for our executive students. EMBA and EMS HRM students will visit Vietnam in March, and EMBA HCA students will visit Indonesia in June. This is the capstone experience in these programs and the highlight of the program for both students and faculty.

We continue to coordinate the Zicklin Talks Business webinar series, in which Larry Zicklin engages in an open conversation with faculty and practitioners on subjects of general business interest. The March webinar will be on online scammers and will feature information systems professor Alain Claude Tambe Ebot; the April webinar will be on climate risk and will feature finance professor Lin Peng.

PhD Program

The PhD Program in Business graduated several candidates over the summer and fall 2023 and successfully placed them in prestigious positions.

These include *Eric Yi Liu* (Finance) who completed his dissertation on "Structural Identification of Pair Trades," under the supervision of Professor Liuren Wu and returned to our partner university, the Southwestern University of Finance and Economics in Chengdu, China, to join their faculty in the School of Accounting. *Jeffrey Augugliaro* (Management) took a tenure-track Assistant Professor position in Entrepreneurship at the Hynes Institute of Entrepreneurship & Innovation at Iona College (NY), after defending his dissertation on "Navigating the Unprecedented: A Behavioral Theory of the Firm's Perspective on COVID-19's Impact on Workplace Practices" (supervised by Professor Richard Kopelman). *Diogo Koch Alves* (Marketing) went to the City University of London as a Presidential Postdoctoral Research Fellow, after completing his dissertation on "Socially Safe on Smartphones: How Smartphone Use Reduces Social Risk Taking" (supervisor: Professor Ana Valenzuela). Lastly, *Yuxiao Luo* (Information Systems) just joined the faculty at Appalachian State University (NC) as a tenure-track Assistant Professor. His dissertation on "An Investigation of Algorithmic Nudging on Decision Quality: Evidence from Randomized Experiment in an Online Recommendation Settings" was supervised by Professor Nanda Kumar.

The Allen G. Aaronson Department of Marketing and International Business

- The Department is preparing to develop the second set of online asynchronous classes for the Online MS Program in Marketing which will be launched in the Fall of 2024.
- The Department introduced a special topics elective class on AI that can be taken by all undergraduate students: "Competing in the Age of Generative AI with a Global and Digital Mindset."
- The Department will offer three new special topics classes in Fall 2024: "Health Care Marketing" (UG); "Personal Selling in the Age of Information" (UG), and "Generative AI-Empowered Marketing Strategy" (Graduate).
- Marketing Area Research Seminars will host five scholars this semester: Keith Wilcox (Texas A&M University), Nathan Yang (Cornell University), Barbara Kahn (The Wharton School at UPenn), Maura Scott and Martin Mende (Arizona State University).
- Kapil Bawa was honored by Zicklin for innovative teaching. He was recognized for his overhaul of "Marketing Information for Decision Making" (MKT 3600).
- A marketing BBA -- Joyce Chan -- was selected for the prestigious 2024 Schwarzman Scholars Program.
- Five marketing seniors were selected as Fellows of the "Financial Communications Society Hayward Scholars Program." In addition to receiving intense mentorship from C-level marketing executives during Spring 2024, the students will attend numerous conferences and networking events and will receive \$2K scholarships each.

- Two international business and marketing students received highly competitive Benjamin A. Gillman International Scholarships sponsored by the US Department of State's Bureau of Educational and Cultural Affairs.
- Rychelle McKenzie joined the Department's "CUNY Inclusive Economy" (CEI) team as the Industry Employment Specialist.

The Stan Ross Department of Accountancy

During the Spring 2024 semester, the department hosted three visiting professors:

- Professor Ning Cai from Xiamen University, China
- Professor Sebastian Kronenberger from the University of Mannheim, Germany
- Professor Sandra Kronenberger from the University of Mainz, German

The department is obviously pleased to host such high-caliber visiting scholars who are actively engaged in research with faculty members in the department.

In the Spring 2024 semester, the department also hosted research seminars by the following accounting scholars: Trung Nguyen (Harvard), Zack King (University of Wisconsin), Elisha Yu (Cornell University), Yuanzhen Lyu (UCLA), Yue Chen (Columbia University), Brad Badertscher (Notre Dame), Sudarshan Jayaraman (University of Rochester), Rahul Vashishtha (Duke University), Enrique Gomez (Temple University), Weili Gu (University of Washington – Seattle), and Benjamin Whipple (University of Georgia).

Finally, the faculty in the department of accountancy continue to publish research in prestigious journals; studies authored by department faculty that have recently been accepted for publication include:

- Brown, A., Byard, D., and Shu, J. A comparison of direct listings and initial public offerings. *Contemporary Accounting Research*, Forthcoming. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4673783
- Brown, A., Byard, D., Darrough, M, and Suh, J. The impact of M&A delistings on the information environment for industry peer firms. *The Accounting Review*, Forthcoming, <https://doi.org/10.2308/TAR-2021-0442>
- Kim, S., and Oh, S. 2024. Outside directors' insider trading around board meetings. *Review of Accounting Studies*, Forthcoming. <https://doi.org/10.1007/s11142-023-09774-9>
- Kim, S. and Kim, S. 2024. Fragmented securities regulation, information-processing costs, and insider trading. *Management Science*, Forthcoming. <https://doi.org/10.1287/mnsc.2023.4903>

The Bert W. Wasserman Department of Economics and Finance

The Department organizes two weekly research seminar series, one with external speakers and one with internal speakers.

Dr. Robert Schwartz, with his co-directors Deniz Ozenbas and Jonathan Wang, is continuing to run the Center for Trading and Financial Markets Research. The Center will organize a "Trading, Liquidity and Market Microstructure" conference on November 15, 2024.

Dr. Lin Peng is organizing the second Conference on Climate Research, Teaching, and Collaboration on February 22 and 23, 2024. It will bring together academics and professionals to discuss the latest development in climate research.

The Financial Innovation Lab is running, with Professor Linda Allen as the founding director. The objective is to increase the Department's visibility by communicating faculty research to the general community.

The Department's MS in Finance and MS in Financial Risk Management programs are growing successfully. The MS in Finance program is expanding internationally via joint MS programs offered with seven universities worldwide. The Department introduces a new program: MS in Finance FinTech Track. The new track is an inter-discipline collaboration with courses from finance, CIS and law departments. It allows student to gain expertise in the technological changes around financial innovation.

The Department has obtained GARP (Global Association of Risk Professionals) university affiliation for the MS Finance program and MS Financial Risk Management program.

The Department announces the founding members of its Board of Advisors: Rosemary Mathewson, Kevin Robik, Yaacov Shirazi, and Ilya Weisbord.

The William Newman Department of Real Estate

- We support our students through travel funding for national real estate conferences, thanks to the generosity of donors. In October 2023, four real estate students attended the Urban Land Institute (ULI) Fall Meeting in LA through a Herbert Simon Family Foundation scholarship.
- Nine students were honored with various real estate awards and scholarships in the fall 2023 semester, including the William Newman Department of Real Estate Advisory Board Award, the Real Estate Lenders Association Scholarship, and the International Council of Shopping Centers (ICSC) Foundation Scholarship.
- We invite our advisory board members and real estate professionals to our classrooms in person. During the fall 2023 semester, eight guest speakers, including Francis Greenburger, Founder and CEO of Time Equities, and Daniel Egan, Head of Real Estate ESG at Blackstone, visited our classrooms.
- Assistant Professor Sophia Gilbukh gave a talk at the University of Connecticut and the NYU Furman Center, titled "Unintended Consequences of the FHA Program." She was also quoted in the Washington Post regarding real estate commissions on home sales. Professor Gilbukh also joined the Michael Smerconish live program on SiriusXM this fall as a guest.
- Real Estate Chair and Professor Yildirim Yildirim published a co-authored paper, "Liquidity Constraints, Consumption, and Debt Repayment: Evidence from Macprudential Policy in Turkey," in the Review of Financial Studies, in October 2023.
- Professor Yildirim Yildirim was quoted in a news article from the *New York Times* in January 2024 regarding a recent trend in real estate marketing ([Link](#)).

The Paul H. Chook Department of Information Systems and Statistics

Dr. Ecem Basak, Assistant Professor in the department, won the Zicklin Excellence and Innovation in Teaching Award. Dr. Basak was honored for her innovative work in the Big Data Technologies course, offering students cutting-edge experiential learning opportunities through class projects that use streaming data in finance and public policy domains.

Dr. Youngdeok Hwang received an honorable mention in the Zicklin Excellence and Innovation in Teaching Award for his work on an introductory course in statistical engineering. He created the course to shift the focus from theory to practice so students could build data science portfolios.

Gideon Pell, a distinguished lecturer in the ISS department and the associate director of the Subotnick Center, was the lead organizer for the Trading Competition for High Schoolers in 2023. He worked with Baruch College's freshman recruitment team and enlisted 22 rising seniors from six area high schools to participate in this competition.

Mohina Abdullaeva (BBA, '25), a CIS major, has won the Foreign Affairs Information Technology (FAIT) fellowship from the U.S. Department of State.

Zicklin graduate students from our department - Connor Dooling (MS Statistics, '23), Fengchu (Andrea) Lai (MS Business Analytics, '24), and Hrithik Shukla (MS Business Analytics, '23) - are the winners of the Baruch College Data Challenge with Pitney Bowes. This annual competition is organized by the department in collaboration with the GCMC and our industry partner Pitney Bowes.

The Narendra Paul Loomba Department of Management

Three new faculty members joined our ranks in January: Shanique Brown in Human Resources and Organizational Behavior area, Lucrezia Nava in the Business, Society and Sustainability (BS&S) area, and Michael Huang in the Operations Management (OM) area. We are also in advanced stages of faculty recruitment for one faculty member in the BS&S area, as well as two lecturers in Business Consulting and Operations Management areas, to start in Fall 24.

Omega and Delta Ph.D. seminar series have arranged for hosting nationally recognized faculty as guest speakers in 11 talks during the Spring 24 term.

Our Business Consulting Program is engaged in 22 projects providing consulting services to as many businesses as a part of our MBA Program. A group of our students will be visiting Italy, as a part of a consulting team in a joint project with The Free University of Bozen-Balzano in Italy.

Our faculty have developed and started offer new courses in Strategy, OM, HROB and BS&S areas as a part of the new Zicklin Online MBA Program.

We are in the midst of renovations to convert a section of the VC9-250 area into a dedicated space for our administrative staff and reception area.

Department of Law

Department of Law faculty have been actively presenting and publishing their work.

Notable developments this winter and Spring include Professor Marc Edelman who has been selected to present on transgender participation in sex-segregated sports at the Seventh Annual Sport & Discrimination Conference at the University of Franche-Comte in Besancon, France. Professor Valerie Watnick is presenting her work at a symposium on pesticide regulation at New York University Law School. Patrick Reed, presented his work at a symposium at a federal court in New York. Assistant Professor William Organek will be presenting his paper, Up in Smoke: Bankruptcy by Contract in the Legal Cannabis Industry at the inaugural University of Chicago Law-BYU Law Winter Bankruptcy Conference and has been invited by the Wharton Initiative on Financial Policy and Regulation to join a roundtable on a paper entitled Revisiting the Initiation Problem in Bankruptcy

Additionally, law department faculty have published in media outlets, and have law review articles forthcoming in prominent journals such as Vanderbilt Law Review, Boston College Law Review, Texas A&M Law Review, U.C. Davis Law Review Online, and the U.C. San Diego Law Review. Professor Seth Lipner has published the 18th edition of The Securities Arbitration Desk Reference. Our professors also continue to hold editorial positions and are frequent contributors to many scholarly and media publications.

Department of Entrepreneurship & Innovation

Six faculty from the Narendra Loomba Department of Management (Maria Halbinger, Romi Kher, Allison Lehr Samuels, Chris Meyer, Scott Newbert, Ramona Zachary), along with two newly hired faculty (Valeria Cavotta, Huafang Liu), established the new Department of Entrepreneurship and Innovation in the Fall 2023 semester. One additional faculty member (Abhisekh Ghosh Moulick) joined the department in January 2024.

We are currently in the process of renovating our department offices in the NVC 9-240 suite to accommodate our current faculty, as well as our new office coordinator (Leeza Bukhari), incoming PhD students, and visiting faculty.

In Fall 2023, we launched a revised curriculum for the undergraduate Entrepreneurship major. This spring, we are partnering with the PhD Director and PhD faculty in the Narendra Loomba Department of Management to significantly revise and rebrand the PhD in Management as a PhD in Management and Entrepreneurship.

Our faculty continue to publish at the top of our field, with publications in both the #1 Management and #1 Entrepreneurship journals in Fall 2023.

We are actively working with the Office of Advancement to identify a benefactor to name the department and financially support the above and future initiatives to expand entrepreneurship and innovation education at the college.

The Office of Accreditation and Curriculum Management

The Office of Accreditation and Curriculum Management continues to evaluate student learning via regular collection and assessment of undergraduate and graduate student work and coordination of continuous improvement efforts with the faculty. We are still working with the Associate Dean for Academic Affairs and Innovation to elevate the presentation and availability of this data by moving to Tableau for better data visualization. The results of the last BBA assessment have been graded and student performance has improved from the last round. We are currently grading the Finance major assessment and are planning this semester's assessment in Executive MS in Human Resource Management. The finalization of the MBA goals to complement the new MBA curriculum is expected this semester, as is a review of learning goals and revised curriculum maps for all majors and MS programs. Preparations for the AACSB CIR report and upcoming Fall 2024 site visit are underway.

The Weissman Center for International Business

Recertification of the Center recommended to CUNY Central.

Engaged in College-wide Global and Experiential Learning Working Groups

Supported College-level global outreach efforts – e.g., President Wu’s Visit to Universities in Taiwan;

Zicklin’s Vietnam Study Abroad Program in Summer 2024

Helped Zicklin School’s effort to develop AI-focused IB courses with Professor Clifford Wymbys

Repositioning CSR-Monitor Project reflecting changes in the field with new funding from the Weissman Center’s advisory council members.

Study abroad: Summer 2023: 16 outgoing undergraduate and 11 graduate students. Fall 2023: 92 outgoing undergraduate students. Fall 50 incoming undergraduate and 7 graduate exchange students.

Fall Global Student Certificate: 15 participants; 1 Arts Masterclass

Supported launch of new International Business Club. Offered International Business Career Talk @ the WCIB.

Presented three Mitsui Lunch-Time Forum events featuring leaders in business including Robert Lipp, Senior Advisor, Stone Capital. Lee Dittmar, President, Business Solutions, Inc. shared perspectives on governance, risk, and compliance in the age of AI and other exponential technologies.

Undergraduate IB Major admissions: 46; MS in Marketing/IB Concentration admissions: 23.

Academic scholarships awarded FY 2024: \$143,000 to 54 undergraduate and graduate students.

IB Faculty Seminar Series of the Americas welcomed the following presenters:

1. Jonathan Doh, Ph.D., Rammrath Chair in International Business, Villanova School of Business.
2. Andrew Spicer, Ph.D., Associate Professor of International Business. Darla Moore School of Business.
3. Rajneesh Narula, Ph.D., John H. Dunning Chair of International Business Regulation, Henley Business School, UK.
4. Shyamala Sethuram, Ph.D., Assistant Professor of International Business, Zicklin School of Business.

The Robert Zicklin Center for Corporate Integrity’s (RZCCI)

Professor Doug Carmichael chaired RZCCI’s [Ensuring Integrity: The 18th Annual Audit Conference](#) on November 28, 2023. The Conference was headlined by PCAOB Chair, Erica Williams and included policy setters from the SEC. The conference will be featured in the April Issue of the [CPA Journal](#).

On September 19th, RZCCI welcomed Taalib Shah, Group Chief Risk Officer for Barclays. This special event, led by Professor Kenneth Abbott, provided a platform for an open and insightful discussion on critical topics such as risk management, ethical considerations in finance, the international climate within the field, and valuable career advice. Attendance at this event was limited to a small number of Zicklin students allowing for an intimate dialogue.

Later in the semester, RZCCI Sports Ethics Director, Marc Edelman, held an engaging panel discussion that delved into the intriguing and multifaceted topic of “[College Athletes as Employees](#).” The event was a thought-provoking exploration of the college athlete rights movement, addressing both the monetary opportunities for young athletes and its implications for social justice.

The Center also held several programs on zoom that addressed important current issues in business ethics. These included a discussion of the viability of ESG by a longtime investor and a debate about the limits of employee free speech amidst turbulent times around the world.

RZCCI has a full slate of programs scheduled this spring semester including the 22nd Annual Financial Reporting Conference. A complete listing of upcoming and past programs can be found [online](#).

The Steven L. Newman Real Estate Institute

- The Steven L. Newman Real Estate Institute invited panelists from the NYC Department of Housing Preservation & Development (HPD) in September 2023. Our students had a great chance to learn about different career paths at HPD that contribute to our communities and affordable housing.
- The Institute hosted a career panel in October 2023 that featured diverse speakers representing leading real estate industry associations, including Capital One, Raida Hill Advisors, C3S CoRE Consulting, and MURAL Real Estate Partners.
- We had a unique opportunity to connect with professionals from NYC Economic Development Corporation's Real Estate Transactions Services (RETs) division through a career panel in November 2023, which discovered insights into economic development, community revitalization, and the dynamics of public-private partnerships. Our students also learned about RETs' real estate development projects and career paths at EDC.
- The Institute updates the Manhattan housing market trends report every three months. A recent report was distributed in October 2023, and the upcoming report is scheduled for distribution by the end of February 2024.
- New York City is one of the most expensive construction markets worldwide, and the construction sector is an essential part of the city's economy. Committed to serving the real estate community with unbiased and insightful research reports, the Institute distributed a New York City Construction Trends Report in September 2023, providing up-to-date market snapshots.

Lawrence N. Field Center for Entrepreneurship

Curriculum: We begin the beta-testing of a new online graduate certificate in creativity and innovation in Fall 2023, with plans for a Fall 2024 launch.

Co-curriculum: Collaborated with Office of Student Life to host a student entrepreneurship marketplace showcasing 12 Baruch student businesses for Black History Month. Hosting Hult Prize qualifiers this spring, where students with business ideas designed to change the world can win \$1MM.

Research: Hosting multiple workshops on using artificial intelligence in the research process in Spring 2024.

Makerhub: Provided 1,182 contact hours of student training in 3D design, electronics, and coding to 268 students in Fall 2023. We will offer in-person instruction in 3D Design, coding, and textiles in Spring 2024.

Small Business Development Center: Our advisors provided 1:1 assistance to 625 local entrepreneurs and have hosted 8 training events for 154 attendees.

CUNY Startups: Accepted 15 teams to the Spring 2024 New Venture Accelerator 2 cohort, where they will be supported by 27 industry mentors. Currently recruiting students for spring CUNY Clash competition that will take place at Amazon's new facility.

Blackstone LaunchPad: Continuing to support student entrepreneurs by providing stipends for students interning at NYC startups, bringing a group of students to Panama to consult with rural entrepreneurs, and providing microgrants to students seeking to scale their businesses, 10 of whom sold products in the Baruch Marketplace.

Zicklin's Global Dual Programs

In Fall 2023, the CUNY Board of Trustees approved a resolution that will allow the Zicklin School to develop global dual degree partnerships for all our graduate programs. This decision allows us to respond nimbly to market opportunities. Concurrently, as we continue to work on renewing agreements with our existing partners, we're also exploring innovative models for our global initiatives in countries and regions such as India and Taiwan. As of Spring 2024, we have 26 students in Global MSF Dual Degree Programs and 66 students in Baruch-SWUFE 3+1 Program. Our 3+1 global program partnership with SWUFE is progressing with our gradual return of our faculty to SWUFE for in-person teaching. Prof. Peter 'Jud' Wellington's visit to SWUFE during Fall 2023 to teach MSC 1003 was well received. In Summer 2024, we are expecting 68 SWUFE students to matriculate at Baruch College to complete their final year of study.

Bert W. and Sandra Wasserman Trading Floor/Subotnick Financial Services Center

The center is currently hosting general interest meetings for student clubs such as 50Five Capital, Investment Management Group (IMG), and ISACA Cybersecurity. Admissions information sessions and seminars by library staff are also taking place within the center. Workshops on Bloomberg, S&P Capital IQ, and other topics are

ongoing. A series of fee-paying corporate events are also scheduled. During the Spring semester, the center is supporting student groups in the latest ISACA Cyber Case Competition, run by the New York Chapter of ISACA. Currently, ten student groups have registered (a record). Mentors with industrial experience in cybersecurity are assigned to each group.