

Baruch College, The City University of New York

Zicklin School of Business

RECRUITMENT AND SCHOLARSHIPS/FELLOWSHIPS

What programs and initiatives has your school found successful in the recruitment of minority and/or female students?

The Zicklin School of Business has worked with the National Society of Hispanic MBAs (NSHMBA)—including having special information sessions at Baruch College for NSHMBA members. According to the NSHMBA website, the organization's goal is "to foster Hispanic leadership through graduate management education and professional development. NSHMBA works to prepare Hispanics for leadership positions throughout the United States, so that they can provide the cultural awareness and sensitivity vital in the management of the nation's diverse work force." Zicklin President Kathleen Waldron describes NSHMBA and Baruch as "sharing a vision of diversity that brands us as leaders in any discussion about preparing for a global market and global workplace."

Zicklin also attends Forté Foundation events each year (although they are not members).

Members of the grad admissions outreach and marketing team have been working with the Zicklin Women in Business club to gain more insights into women's problems balancing home/school/work issues. Their goal is to use what they learn to better target this population.

Please describe any scholarship and/or fellowship opportunities for minority and/or female students attending your school.

Name of scholarship program: Financial Women's Association of New York Graduate Scholarship in Business

Scholarship award amount: Varies

Website or other contact information: www.fwa.org/index.htm

To a second-year MBA student majoring in finance, who demonstrates financial need and leadership ability and who demonstrates a commitment to advancing the role of women in business. The Financial Women's Association (FWA) provides scholarships and mentoring to female MBA students.

Name of scholarship program: National Hispanic Corporate Achievers

Scholarship award amount: Varies

Website or other contact information: www.hispanicachievers.org/index.asp

Provides scholarships in partnership with Hispanic Corporate Achievers.

PROMINENT ALUMNI/FACULTY

Please provide information about prominent minority faculty members at your school.

Paquita Davis-Friday, *associate professor of accountancy*

Dr. Davis-Friday has served on the accounting faculty at the Zicklin School of Business since fall 2006. Prior to joining Zicklin, Dr. Davis-Friday taught at Notre Dame's Mendoza School of Business and Michigan's Ross School of Business, where she also received her PhD. Dr. Davis-Friday's areas of expertise are financial accounting and auditing. She has publishing in such journals as *The Accounting Review*, *The International Journal of Accounting* and the *Journal of International Accounting Research*. Dr. Davis-Friday also serves as the secretary of the American Accounting Association's international accounting section.

Joseph I. Onochie, *associate professor of finance and the chairman of the graduate committee on academic standing*

Dr. Onochie has been affiliated with the Baruch College Zicklin School of Business since 1993. He is currently an associate professor of finance, the chairman of the Graduate Committee on Academic Standing and the academic director of the executive MBA program. He has been the acting director of all executive programs and an executive vice president for finance and planning of the faculty senate. In his role at Baruch College, Dr. Onochie has managed the two-year executive MBA and the one-year executive Master of Science in finance programs and conducted undergraduate, graduate and executive MBA and MS finance courses in Corporate Finance, Derivative Securities, Investments, Managerial Finance and Health Care Finance.

Dr. Onochie holds a PhD in financial economics and an MA in economics from University of New Orleans, an MBA in finance from Tulane University, an MS in engineering management from University of Louisiana and a BSc in petroleum engineering from University of Ibadan, Nigeria.

Please provide information about prominent minority alumni from your school.

Lee A. Brathwaite, EMBA 1994, *vice president, corporate real estate, Verizon Communications Inc.*

Kaye I. Foster-Cheek, BA 1989, *vice president, human resources, Johnson & Johnson*

Evon L. Jones, BA 1989, *corporate vice president and chief information officer, Bausch & Lomb, Inc.*

Please provide information about prominent female faculty members at your school.**Naomi A. Gardberg**, *associate professor of management*

After completing her PhD at NYU's Stern School Business, Dr. Gardberg joined the Zicklin faculty in fall 2002. Dr. Gardberg's areas of expertise, which include intangible assets and firm performance, global reputation and competitiveness and organizational learning have made her a highly sought-after teacher and researcher. Dr. Gardberg's research has been published in various journals, including *Journal of International Business Studies*, *Academy of Management Review*, *Journal of Behavioral and Applied Management* and *Journal of Brand Management*. Dr. Gardberg also serves as the chair of the Zicklin School of Business Service Excellence Initiative.

Lauren G. Block, *professor in the department of marketing and international business*

Lauren G. Block is a professor in the department of marketing and international business in Baruch College's Zicklin School of Business. She received her PhD in marketing from Columbia University and her MBA from Emory University. Prior to Baruch, Dr. Block was on the faculty of New York University's Stern School of Business. Dr. Block's work is primarily in areas of health persuasion and risk assessment. Much of her research examines how best to shape communications (e.g., advertisements) to change consumer health-related attitudes and behavior. Current research focuses on how best to use labeling and product packaging to facilitate healthier food and lifestyle decisions. Her work in these areas has been published in our field's major journals, such as *Journal of Public Policy & Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Nutrition Education and Behavior* and *American Journal of Public Health*. Her research has been used by government to design health communications, and to help shape federal advertising policies. Dr. Block is a current associate editor for the *Journal of Public Policy & Marketing*. She also serves on the Ad Council research committee.

Ann Cohen Brandwein, *professor of statistics*

Ann Cohen Brandwein received her BS in mathematics from the City College of New York in 1971, an MS degree in 1973 and a PhD in statistics in 1975 from Rutgers University. Before joining the Baruch College faculty as a professor of statistics in 1978, she served on the faculty of the theoretical department of statistics at the University of Minnesota and the mathematics department at Brooklyn Polytechnic Institute.

Dr. Brandwein has received both the Presidential Excellence Award for Distinguished Teaching and the Presidential Excellence Award for Service. She is an honorary faculty member of the Beta Gamma Sigma Honor Society and an honorary member of the Golden Key International Honor Society. Her research work in the area of multivariate point estimation for spherically symmetric distributions is quite well known, with numerous citations in the statistical literature. From 1993 to 2006, Professor Brandwein was an associate editor for the Theory and Methods section of the *Journal of the American Statistical Association*.

Between 2003 and 2006, Dr. Brandwein served as both the director of graduate studies and the acting associate dean in the Zicklin School of Business. In fall 2006 she returned to a faculty position as a professor of statistics.

Masako N. Darrough, *chair of the Stan Ross Department of Accountancy*

Masako N. Darrough is the chair of the Stan Ross Department of Accountancy in the Zicklin School of Business at Baruch College. She joined the department as a professor in 1998. Prior to joining the department, she taught at a number of universities, including the University of California, Davis, UCLA and Columbia University. She has received a BA from the International Christian University in Tokyo, and a PhD in economics from the University of British Columbia. Her research focuses on strategic use of information, management compensation, disclosure policy, valuation of firms and corporate governance. She has published many articles in top journals in economics, finance and accounting, including the *Journal of Accounting Research*, *Journal of Accounting and Economics*, *Accounting Review*, *Review of Accounting Studies*, *Contemporary Accounting Research*, *Journal of Finance*, *Journal of Business*, *Journal of Political Economy*, *International Economic Review*, *Journal of Economic Behavior and Organization*, *Public Finance*, *International Public Management Journal*, *Japan and the World Economy*, *International Journal of Accounting*, *Economic Letters*, *Canadian Journal of Economics*, *JICPA Journal* and *Review of Economics and Statistics*, as well as chapters in several books.

Please provide information about prominent alumnae from your school.**Maryann N. Keller**, MBA 1974, *president, Maryann Keller & Associates***Annette Catino**, MBA 1980, *president and chief executive officer, QualCare, Inc.***JoAnn F. Ryan**, BA 1979, MS 1983, *senior vice president, business shared services, Consolidated Edison Company of New York, Inc.*

CURRICULUM AND RESEARCH

Please provide information on any classes and concentrations that focus on issues related to women or minorities.**MGT 9971: Women as Entrepreneurial Leaders**

Women entrepreneurs and business leaders play an active and robust role in the U.S. economy. This course provides a historical context for women in these roles and asks how gender difference impacts the experiences of women entrepreneurs and leaders versus their male counterparts. The course examines factors which motivate women to become business owners; whether it is out of necessity versus the desire to pursue an opportunity. The different types of entrepreneurs such as high growth, lifestyle and family business owners are also explored. Lastly, it identifies gender-specific

resources and strategies that may be used to “level the playing field” for women entrepreneurs. These issues are explored while recognizing the ethnic, racial, religious and socioeconomic diversity of women entrepreneurs.

Managing Diversity: The ADL World of Difference Training Program

As part of our leadership training program, the department of management at Baruch College has developed a close working relationship with the World of Difference Training Program developed by the Anti-Defamation League.

The World of Difference Training Program, which has been successfully administered to thousands of executives and managers in organizations worldwide, focuses on the types of behavioral and attitudinal issues that stem from the increasing diversity of the work force and provides a number of approaches that may be used by managers in dealing with these issues.

MGT 9490: International Human Resource Management

Presentation of strategies, policies and practices employed in the management of the international work force. International aspects of traditional human resource management, such as staffing, development, evaluation, compensation and labor relations, will be examined. In addition, topics more specifically related to multinational corporations, such as the diversity of the MNC's work force and the various groups of employees involved, social and cultural aspects of international assignments and the specific ethical dilemmas faced by the MNCs, will be examined and analyzed in detail.

IBS 9767: Foreign Markets, Cultures and Regimes

Analysis of international similarities and differences as well as convergences and divergences among exchange systems around the world, as related to cultural, political, social and economic institutions and developments.

Please describe any faculty and/or student research projects that focus on diversity, multiculturalism and minority issues.

Ramona K.Z. Heck is the Peter S. Jonas Distinguished Professor of Entrepreneurship at the Zicklin School of Business. Her areas of expertise include family business, entrepreneurship, entrepreneurial women, work and family issues, family financial insolvency and advising, management theory and resource use. Her published work includes:

Heck, R.K.Z. (2002). [Review of “The Daughter Also Rises: How Women Overcome Obstacles and Advance in the Family-Owned Business”]. *Family Business Review*, 15(2), 155 to 158.

Professor Mary Kern's research focuses on the different ways information is shared in multicultural teams and cross-cultural negotiations, and how this impacts social interaction and performance. She has had published articles and book chapters, such as:

Brett, J.M., Behfar, K. and Kern, M.C. (November 2006). “Managing Multicultural Teams,” *Harvard Business Review*.

Behfar, K., Kern, M.C. and Brett, J. (2006). “Managing Challenges in Multicultural Teams.” In Mannix, E. and Neale, M. (Eds.), *Research on Managing Groups and Teams* (9th edition).

Professor Moshe Banai's specializations include international management, management of multinational corporations, international human resource management, cross-cultural behavior and management in transitional economies. He has published numerous articles, including:

Banai, M. and Reisel, W. 2008. “The Influence of Supportive Leadership and Job Characteristics on Work Alienation: A Six-Country Investigation,” *Journal of World Business*, 42: 463 to 476.

Banai, M. and Harry, W. 2004. “Boundaryless Global Careers: The International Itinerants,” *International Studies of Management and Organization*, 34 (3): 96 to 120.

Reisel, W. and Banai, M. 2002. “Comparison of a Multidimensional and Global Measure of Job Insecurity: Predicting Job Attitudes and Work Behavior,” *Psychological Reports*, 90: 913 to 922.

Banai, M. and Sama, L. 2000. “Ethical Dilemmas in International Assignments: A Conceptual Framework,” *Journal of Business Ethics*, 25 (3): 221 to 235.

Please describe any symposiums or special lectures that focus on diversity and minority issues organized and/or sponsored by your school.

The Lillie and Nathan Ackerman Lecture Series on Equality and Justice in America

The Lillie and Nathan Ackerman Lecture Series on Equality and Justice in America at the Baruch College School of Public Affairs is supported by a generous gift from Rosalyn and Irwin Engelman in honor of Mrs. Engelman's parents whose deep commitment to equal opportunity and social justice inspired this tribute.

Lillie and Nathan Ackerman came to the United States from Russia and Poland, respectively, during the early part of the 20th century in search of opportunity and freedom from persecution. Their good fortune in their adopted homeland confirmed their faith in America as a place where all people can pursue their goals without fear of government oppression or abuse. Yet, the Ackermans' achievements never blinded them to the fact that America has fallen short of its promise by leaving many of its citizens poor, without opportunity or a voice in public affairs. They passed this concern on to their children and grandchildren.

The Ackerman Lecture series invites leading intellectuals and public figures to address major questions of equality and social justice in order to provoke debate and new thinking about how we might extend the promise of democracy and opportunity to all of our people.

The Addison Gayle Memorial Lecture Series

The Addison Gayle Lecture Series is held annually in honor of Dr. Addison Gayle Jr., a noted African-American professor, literary critic and longtime member of the department of English. Each year, the department invites noted scholars and activists to lead a discussion on issues related to diversity and culture.

The series began in 1991 following the untimely death of Dr. Gayle, Baruch's only Distinguished Professor of English at the time, by inviting Professor Houston Baker Jr., to speak in appreciation of Dr. Gayle's contribution to the field, while also discussing important developments in literary and cultural criticism.

A cast of leading scholars and writers, including Arnold Rampersad, Henry Louis Gates Jr., the late Barbara Christian, John A. Williams, John Edgar Wideman and Julia Wright (daughter of Richard Wright) have delivered subsequent lectures. In 2000, the Gayle Memorial Lecture's subject area was expanded to include the Caribbean, Africa and Black Britain. Scholars who have spoken on literary and cultural issues within this widened scope include novelist and critic Caryl Phillips, Dr. Carol Boyce Davies of Florida International University, Professor Manthia Diawara of New York University, and Dr. Gretchen Gerzina, professor of English at Dartmouth College.

The Annual Dr. Donald H. Smith Distinguished Lecture

Baruch College has sponsored an annual distinguished lecture in honor of Dr. Donald H. Smith, a former associate provost and professor emeritus of education, for the past 12 years. CUNY Chancellor Matthew Goldstein and former Baruch College Provost Lois Cronholm created the series in honor of Dr. Smith, who was a past president of the National Alliance of Black School Educators and a passionate advocate of providing access to schooling for people in underserved communities. The lecture is funded by a multicultural grant from the office of the provost. Invited scholars generally specialize in aspects of African or African-American history and culture.

Traditionally, Baruch College has scheduled the Smith Lecture during Black History Month in February. More recently, the event has been held in either late November or early December.

Black History Month

Each year, the Baruch College holds several events in celebration of Black History Month. In 2007, these included panel discussions on the Civil Rights movement and Black women on Wall Street, a workshop featuring success stories from young Black entrepreneurs, and a tribute to Black culture and history through song and dance from the Harlem Renaissance to the emergence of hip-hop in the 1980s.

Women's History Month

Each year, Baruch College hosts events for Women's History Month. In 2007, celebrations included a screening of the film *Saadia: A Moroccan Woman in the Resistance* and a series of panel discussions, including "Domestic Violence: When Do We Know?" and "Successful Women in Business."

The African Presence and Influence on the Cultures of the Americas

In 2006, the department of Black and Hispanic studies hosted "The African Presence and Influence on the Cultures of the Americas," an interdisciplinary conference featuring a presentation from Professor Farah Jasmine Griffin of Columbia University.

Women of Color Network

The Women of Color Network at Baruch holds roundtable discussions on challenges faced by women of color working in higher education, and their successes in surmounting these issues.

ORGANIZATIONS AND STUDENT LIFE

Please provide information on your school diversity student and alumni organizations.

Zicklin Women in Business (ZWB)

ZWB promotes and supports women in the business programs at the Zicklin School with the knowledge and strategies to achieve success by providing a series of professional, educational and social events.

Indian Graduate Student Association (IGSA)

IGSA has played a crucial role in helping the students of Indian origin in different aspects. IGSA is working towards providing academic, cultural and social support for Indian alumni and present and incoming students of Baruch College.

IGSA consists of past and present students of Baruch who take pride in being part of the Baruch College and would like to bring more students into the fold of the Baruch College. IGSA would like to make Baruch a home away from home for the incoming students.

Please also provide information on any programs, including on-campus and universitywide programs in which MBA students participate that focus on issues related to women or minorities.

Zicklin Women in Business

WIB organizes community outreach events for its members throughout the year.

Please provide information on any institutes and/or related programs that focus on diversity.

Center on Equality, Pluralism and Policy (CEPP)

The mission of the Center on Equality, Pluralism and Policy at Baruch College is to examine the opportunities and barriers our country's citizens and noncitizens face in a racially, ethnically and culturally diverse society.

The primary objective of CEPP is to critically examine issues of economic and social policies in our city, state and nation where the government creates and implements policies that affect all of our citizens and noncitizens. Baruch students are an integral part of this examination. CEPP invites students to bring their ideas and commitment to social justice to the center.

Please describe any off-campus resources, activities, programs and/or organizations that may be of interest to minority or female students.

New York Chinese Cultural Center

www.chinesedance.org/index.htm

According to its website, the New York Chinese Cultural Center is a "performing arts and educational organization that promotes the understanding and appreciation of Chinese culture by preserving traditional genres and nurturing innovations that reflect our dynamic and diverse cultural heritage." Some of its programs include the NYCCC School of the Arts, Dance China NY and the Annual Lunar New Year Festival.

Schomburg Center for Research in Black Culture

www.nypl.org/research/sc/sc.html

As part of the New York Public Library, the Schomburg Center for Research in Black Culture is a premier research library that contains five research divisions and over 10,000 items. According to its website, the Schomburg Center "promotes the study of the histories and cultures of peoples of African descent and interprets its collections through exhibitions, publications and educational, scholarly and cultural programs."

The Hispanic Society of America Museum and Library

www.hispanicsociety.org

Founded in 1904 by Archer Milton Huntington, the Hispanic Society of America offers a free museum and reference library for the study of the arts and cultures of Spain, Portugal and Latin America.

CAREER OPPORTUNITIES

Please describe any diversity recruiting events for employers recruiting minority and/or female students at or near your school.

The Zicklin School of Business participated in National Society for Hispanic MBAs and Forté Foundation events.

In addition, Zicklin works with student diversity clubs to organize networking and career information events. These include:

Zicklin Women in Business (ZWIB)

ZWIB organized a conference, "Getting to the Top: Lessons of Success," featuring female executives from leading companies in the financial services industry, such as PricewaterhouseCoopers and Hanover Square Associates, an entrepreneurial firm. The event was cosponsored by the Ticker, Undergraduate Women in Business and the career development center, and was attended by over 100 students.

ZWIB also hosted nationally recognized career coach Kate Wendleton of the Five O'Clock Club and a panel of midlevel women discussing their different careers in technology from Goldman Sachs, Nurun Advertising and Vineyard Vines.

STRATEGIC PLAN AND LEADERSHIP

Please provide your school's diversity mission statement.

From the Zicklin School of Business mission statement

The Zicklin School of Business, the largest accredited school of business in the United States, provides high-quality, high-value education to advance the professional aims of its students in a competitive, dynamic, global environment. Zicklin is the largest of the three schools of Baruch College, a senior unit of the City University of New York.

In a world city, the business and financial capital of the United States, and with a uniquely diverse student body, Zicklin fosters an educational environment that encourages different perspectives and graduates individuals who contribute to and lead varied enterprises in New York and beyond.

Baruch College (Zicklin)

How does your school's leadership communicate the importance of diversity to your student body, faculty and administration?

Baruch College maintains a website, Diversity at Baruch, that highlights the college's diversity programs. Diversity at Baruch can be found at: www.baruch.cuny.edu/diversity.

Please provide any additional information regarding your school's diversity initiatives that you wish to share.

Baruch has been ranked as the No. 1 producer of minority business management, marketing and related support baccalaureates in 2006 by *Diverse: Issues in Higher Education* magazine.

Baruch College is proud to have been recognized as the most ethnically diverse campus in the nation by both *U.S. News & World Report* and the Princeton Review more times than any other college in the United States. The Baruch community is a true reflection of its location in the heart of New York City. One hundred and sixty countries are represented in our student body of 15,700, and many of Baruch's students, faculty and staff are drawn to the college because of its multiculturalism.

DEMOGRAPHIC INFORMATION**Please describe the demographics of your most recent entering class.**

Class of 2008

Percentage of female students: 43 percent

Percentage of minority students:

African-American: 3 percent

Asian-American: 11 percent

Hispanic American: 5 percent

White (non-Hispanic): 37 percent

Average age of students: 27

Please describe the geographic diversity of your most recent entering class.

Distribution of students from different U.S. regions:

Northeast: 86 percent

South: 8 percent

Southwest: 3 percent

West: 3 percent

Please describe the selectivity of your school for the most recent application cycle.

Number of matriculants:

Full-time Honors: 75

Flex-time fall: *Full-time:* 105; *Part-time:* 175

Flex-time spring: *Full-time:* 65; *Part-time:* 155

Please describe the academic and employment backgrounds of your most recent entering class.

Average years of pre-MBA work experience: *Full-time Honors:* Six; *Flex-time:* 5.5

Percentage of students who studied different undergraduate disciplines:

Business/commerce: 41 percent

Computer science: 4 percent

Economics: 7 percent

Engineering: 7 percent

Humanities: 7 percent

Law: 1 percent

Mathematics: 1 percent

Science: 7 percent

Social science: 15 percent

Other major/field of study: 10 percent

Please provide student employment information for the most recent graduating class.

Class of 2008

Average starting salary: \$74,499

Average starting salary for U.S. citizens/permanent residents: \$72,723

Average starting salary for foreign nationals: \$78,305

Percentage of students entering different industries:

Financial services: 58.3 percent
Manufacturing: 8.3 percent
Media/entertainment: 12.5 percent
Other services: 20.8 percent

Percentage of students working in different functions:

Consulting: 4.3 percent
Finance/accounting: 65.2 percent
Marketing/sales: 26.1 percent
Other: 4.3 percent

Major recruiting companies:

AIG
Brookfield Properties
CBS
Deloitte
Ernst & Young LLP
Fidelity Investments
Goldman Sachs & Co.
IBM
KPMG
Merrill Lynch
NBC Universal
PricewaterhouseCoopers
Sony
Time Inc.
UBS Financial Services Inc.