



Enhancing Academic Programs

THE ZICKLIN SCHOOL OF BUSINESS

For a generation, New York City's leading accounting, finance, and management firms have relied on the talents of Baruch business graduates. Over the past 15 years more than 30,000 students have graduated with a Zicklin degree. With a growing national and international reputation for excellence, the Zicklin School is home to an array of premier undergraduate and graduate business programs. Its faculty are renowned experts in their field, accomplished scholars and authors, sought-after consultants, and distinguished teachers.

- The Zicklin School is ranked among the Top 100 "Best Graduate Schools of Business" by *U.S. News & World Report*.
- Employers recognize that Baruch students have a unique edge with the hands-on experience they gain at the **Wasserman Trading Floor in the Subotnick Financial Services Center**, the only business school resource of its kind in New York City.
- The College is ranked among the Top 25 for Entrepreneurship by The Princeton Review and *Entrepreneur* magazine based on excellence in teaching, research, and mentorship.

- The **Stan Ross Department of Accountancy** launches the careers of thousands of executives in corporations and public accounting firms across the country.

The Zicklin School of Business recognizes the extraordinary generosity and unwavering support of Lawrence Zicklin ('57, LHD [Hon.] '99) and his wife Carol. The Zicklins made the first and largest gift to kick off the Baruch Means Business Campaign.



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DEPARTMENT NAMINGS: BUILDING IDENTITY, LEAVING A LEGACY

Department naming is not just historical, but establishes a legacy for the donor and infuses funds to the namesake's division—funds that can be used to boost faculty recruitment, retention, and cutting-edge research or to expand and add new programs.

What's in a name? A lot, thanks to the Baruch Means Business Campaign, the success of which can be seen throughout Baruch College. Along with more than \$7 million in donations, some academic departments got an official identity. Department naming is not just historical, but establishes a legacy for the donor and infuses funds to the namesake's division—funds that can be used to boost faculty recruitment, retention, and cutting-edge research or to expand and add new programs.

One example is the **Allen G. Aaronson Department of Marketing & International Business** in the Zicklin School of Business (ZSB). It was named in 2010 after Allen ('48) gifted the College to ensure that current and future students would have the same opportunities he did when he was a student here. His generosity resulted in the creation of a BBA in international business; five new faculty hires, each an expert in an area ranging from digital marketing to consumer psychology; increased research and travel opportunities for faculty; the formation of student clubs; and an increase in major case competition participation, among other things. Joked Allen at the time, "I'm so grateful that I was able to make this small contribution!"

Another example is the **Bert W. Wasserman Department of Economics and Finance**, also part of the ZSB, dedicated in 2008 by Sandra K. Wasserman ('55) and her family on behalf of her late husband Bert ('54). The endowment funds have been used primarily to finance summer research grants ranging from \$1,500 to \$4,500 for over 25 faculty members.

Last but not least, the ZSB's **William Newman Department of Real Estate** is just one of the untold number of beneficiaries of William Newman's ('47, LL.D. (Hon.) '97) generosity to the College. With components such as mentor programs, visiting scholars, job fairs, career panels, and real estate clubs, the department has numerous opportunities for its students to network with industry leaders.



THE MILDRED AND GEORGE WEISSMAN SCHOOL OF ARTS & SCIENCES

The Weissman School of Arts & Sciences prides itself in offering world-class programs in 13 departments and 50 areas of study. Students are provided with a well-rounded liberal arts curriculum that prepares them to compete as global citizens in the 21st century. The school has developed a reputation as the premier setting for a traditional liberal arts education within a college known for its business school in the heart of New York City.

- Students in the Master's Program in Financial Engineering continue to shine in national and international competitions, defeating teams from such renowned universities as MIT, Berkeley, and the University of Chicago.
- Distinguished poets, playwrights, novelists, journalists, essayists, and critics enrich the Baruch environment and help sharpen our students' communication skills thanks to the **Sidney Harman Writer-in-Residence Program**.
- New Baruch students and the community are often surprised that the nation's largest business school has a visual arts gallery and two stellar performing arts theatres. The **Sidney Mishkin Gallery** and Baruch's Performing Arts Center (which includes the **Engelman Recital Hall** and **Rose Nagelberg Theatre**) offer a rich and diverse array of art, music, and theatre throughout the year.



- Baruch's connections span the continents. Its diverse student body traces its roots to more than 160 countries, and this diversity sets the tone for international activities that incorporate study abroad, faculty research, and collaborations. The Weissman School now offers a minor in global studies and launched the College's first-ever Cuban arts and cultures program.

Since their initial gift of \$10 million in 1998, George ('39, LLD [Hon.] '82) and Mildred Weissman have helped Baruch to become an exciting destination for a liberal arts education. Today, their generosity and commitment have been reaffirmed with a new multimillion-dollar gift as part of the Baruch Means Business Campaign.

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Evidence of how students have made use of this generous offering by the Harnisch Foundation can be seen in their dedicated work in *Dollars & Sense*, Baruch's award-winning online magazine.

HELPING TO SPREAD THE NEWS

In 2009, William F. ('68, DCS [Hon.] '11) and Ruth Ann Harnisch (LHD [Hon.] '11) made a very generous gift of \$1 million to help launch the newly created **Department of Journalism and the Writing Professions**.

This gift has been instrumental in positioning the department to develop journalists equipped for the 21st century.

Their gift made possible the development of **Studio H**, a state-of-the-art multimedia laboratory consisting of 24 workstations equipped with computers, audio equipment, video and digital cameras, and editing software. An array of projection screens surround the room, while a conference table offering easy access from the individual stations sits center – creating a simulated newsroom setting in which students can hone their skills.

The department continues to offer both a Business Journalism track and a Journalism and Creative Writing track, which include a core course in Media Ethics and such electives as Creative Nonfiction, with a focus on narrative writing and long-form projects.

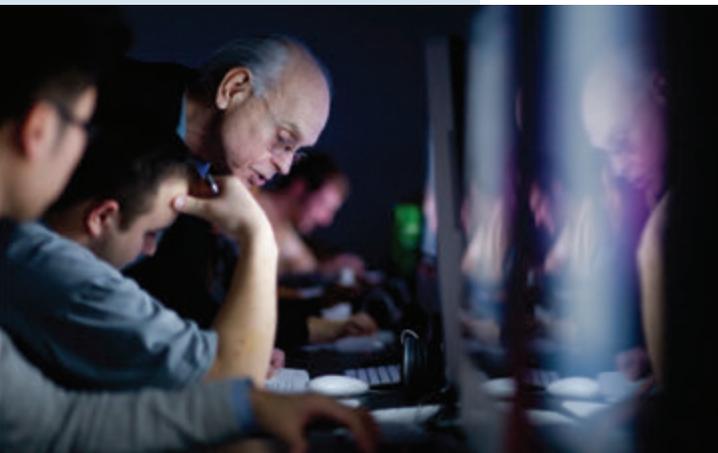
Many students have benefited from and continue to receive full scholarships made possible by the Harnisch gift. In addition, the department has grown to 160 students from 100.

Evidence of how students have made use of this generous offering by the Harnisch Foundation can be seen in their dedicated work in *Dollars & Sense*, Baruch's award-winning online magazine. This active site contains in-depth articles, posts, and photos on topics including science and health, human interest, urban issues, and Superstorm Sandy.

Joshua Mills, department chair and veteran journalist, says that many of the students were so personally affected by the storm, not only did they cover the story in depth from individual vantage points, but they continue to follow the storm's effects on the people and businesses in the area. Their insightful and heartfelt stories are told through photos, slide shows, and profound prose: www.baruch.cuny.edu/dollarsandsense.



Ruth Ann and Bill Harnisch



THE SCHOOL OF PUBLIC AFFAIRS

Since its founding in 1994, Baruch's School of Public Affairs (SPA) has grown larger, deepened its research infrastructure, launched a set of international collaborations, and gained recognition for its high-quality programs in public administration.

SPA has the single most diverse student body of all full-time graduate programs in public administration in the United States, according to the Association for Public Policy Analysis and Management (APPAM).

It is also ranked among the top 50 graduate programs of its kind by *U.S. News & World Report*.

- SPA conducts research and facilitates public lectures and discussions through its nationally recognized centers and programs: The Center on Equality, Pluralism and Policy; The Center for Innovation and Leadership in Government; The Center for Nonprofit Strategy and Management; The CUNY Institute for Demographic Research; The New York Census Research Data Center; and Baruch Survey Research.
- SPA joined some of the best programs in the nation with the launch of its Washington Semester Program. Participating students reside in DC for a full semester, studying full-time and working in high-quality internships in the US Senate, the House of Representatives, the US Department of Education, and key NGOs.



- Formalized international relationships and student exchange programs with universities in Canada, Mexico, and Belgium.

With the Baruch Means Business Campaign, SPA received the single largest gift in its 19-year history from alumna Amelia Hagedorn ('58). This gift has significantly changed the school's landscape by offering scholarships, fellowships, and internship stipends for students pursuing a degree from SPA.

SPA has the single most diverse student body of all full-time graduate programs in public administration in the United States.