



## END-OF-YEAR REPORT (2014-2015)

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***Our Vision:*** We aspire to be the school of choice among our New York area competitors and known for excellence within the larger community of business schools

***Our Mission:*** We prepare our diverse learning community for professional careers and active citizenship by providing a high quality education that inculcates the skills and global mindsets demanded by business, ethical business practices and a healthy respect for the intellectual traditions of Brooklyn College. Student learning is enhanced by the broad research activities that faculty integrates into their teaching and the sense of community created through student-faculty interaction

***Our Values*** ★ Service ★ Encouragement ★ Respect ★ Valor ★ Integrity ★ Commitment  
★ Excellence

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## *EXECUTIVE SUMMARY*

Academic Year 2014-2015 was a banner year for us. Significant financial support was raised and the School of Business was renamed the Murray Koppelman School of Business (KSB). This naming enhances our efforts to achieve the strategic goal of building a strong business school. Positive progress also continues to be made in our efforts to attain initial AACSB accreditation. These and other positive aspects of AY 2014-2015 are highlighted in this report.

Immediately following these highlights is a summary of the goals that were pursued by the KSB during Academic Year 2014-2015. The majority of this report is dedicated to describing the collective actions that were taken in the KSB to achieve these goals. The Dean wishes to thank the Department Chairs, faculty members, and administrative staff members for their contributions toward helping the KSB achieve these goals. It is your hard work and commitment that will help us to realize our shared aspirations. The Dean would also like to thank President Gould and Provost Tramontano and express sincere appreciation to them for generously supporting the KSB.

## 2014-2015 HIGHLIGHTS

### *Students*

- Over 2,000 students were served by KSB Advisors
- The *Business Matters!* Speaker Series was launched
- The first Alumni/Intern Luncheon series was launched
- Three certificate programs in Business Analytics for delivery at 25 Broadway were developed
- A Business Intelligence and Data Analysis concentration for the MSBA program was developed and approved by Faculty Council
- Successfully completed the second annual Summer Finance Academy at 25 Broadway
- Successfully completed third annual *Business Matters!* Symposium

### *Faculty*

1. Successfully completed search for two tenure track faculty in finance
2. Co-sponsored a conference on Economic Risk with University of Dauphine and University of Toronto at 25 Broadway

### *Accreditation*

1. AACSB Eligibility Application was approved
2. Completed AACSB Business School Questionnaire
3. Participated in AACSB Explores initiative – excellent press

### *Fund Raising/"Friend Raising"*

1. Received a \$12.5 million gift for the purpose of gaining and maintaining AACSB accreditation
2. Received a \$1.5 million gift to create the Herb Kurz Endowed Chair in Finance and Risk Management
3. Received a \$1.5 million gift to create the Marshall G. Kaplan Endowed Chair in Municipal Government

4. Received \$1 million gift to establish the MD Sass Investment Institute
5. Sixteen outreach letters were sent to potential donors, inviting them to engage with our students and faculty by guest lecturing, mentoring students, holding workshops, etc.

### *Objectives Achieved During 2014-2015*

To ensure continued progress toward achieving the strategic goal of positioning the KSB for initial AACSB accreditation, the following objectives were pursued during Academic Year 2014-2015:

#### AACSB ACCREDITATION

**Objective 1:** *Align School of Business with at least 50% of the fifteen AACSB Standards*

**Outcome: *Achieved*.** Anticipate completing the Initial Self Evaluation Report and submitting it to the AACSB Initial Accreditation Committee in December 2015.

**Objective 2:** *Assess at least two additional learning goals*

**Outcome: *Partially achieved*.** Data were collected and analyzed for the ethics learning goal and data are currently being collected for the critical thinking goal and the quantitative reasoning goal. Data for both goals will be analyzed in fall semester 2015.

**Objective 3:** *Complete and submit AACSB Eligibility Application*

**Outcome: *Achieved*.** The application was submitted and approved by AACSB

#### BUILDING A STRONG BUSINESS SCHOOL

To ensure continued progress toward achieving the strategic goal of building a strong business school, setting strategic priorities, long-term goals, performance objectives, and action plans for achieving these objectives are necessary. Strategic priorities most relevant to achieving this strategic goal include (1) **Students**, (2) **Faculty and Staff**, and (3) **Community Outreach**. For Academic Year 2014-2015, long-term goals, representative strategies, and performance objectives associated with these strategic priorities were developed and are set forth in the next few pages of this report.

#### STRATEGIC PRIORITY 1 – STUDENTS

**Long-Term Goal:** *Prepare students for success in a global business environment*

**Strategies:** *Offer high-quality and industry-informed programs/curricula and extracurricular learning opportunities*



**Objective 1:** *Host a successful third annual Business Matters!*

**Outcome: *Achieved.*** The third annual *Business Matters!* was held on October 22<sup>nd</sup> and 23<sup>rd</sup> 2014, with over 900 KSB students, faculty, administrators, and community leaders in attendance. Selected photographs of the event are shown on the next few pages of this report.

**October 22<sup>nd</sup> – Session 1:** Joan Considine of HSBC (top photo) and futurist Erica Orange of Weiner, Edrich, Brown, Inc., (bottom photo) share with students how to leverage their skills for success.



**October 22<sup>nd</sup> – Session 2:** Larry Zicklin, Chairman of the Rand Center for Corporate Ethics, Law and Governance, speaks with students following his presentation on integrity as an essential ingredient for success in business.



Members of KSB Student Leadership Council with Mr. Zicklin





**October 23<sup>rd</sup> – Session 3:** Executives from organizations such as Amazon (top photo), Apex Logistics International (bottom photo), Citi, Viacom, Amazon, and others discuss with students, via round-table, how flexibility can be a key ingredient for success in business organizations.



**October 23<sup>rd</sup> – Session 4:** Edwin H. Cohen, Principal, Prism Capital Partners, LLC, and Mace Blicksilver, Managing Director, Marblehead Trading Group, share with students how “excellence” is the “secret to success” in business.





Mr. Cohen and Mr. Blicksilver interact with students following their presentation



Members of KSB Student Leadership Council with Mr. Cohen and Mr. Blicksilver



**Objective 2:** *Host an inaugural and successful Toast Masters event*

**Outcome:** *Achieved.* The first cohort of ten students successfully completed the program



**Objective 3:** *Successfully launch the MD Sass Investment Institute*

**Outcome:** *Achieved.* The inaugural meeting took place in April 2015 and eighteen students made stock presentations and all were selected to participate in the MD Sass Investment Institute.





## Members of the MD Sass Investment Institute Oversight Committee



**Objective 4:** *Host a successful second annual KSB Commencement Awards Ceremony*

**Outcome (Achieved)** – The second annual School of Business Commencement Awards Ceremony was held on May 28, 2015. Well over 150 graduating students, their family and friends, and KSB faculty and staff attended the event. Selected photographs of the ceremony are shown on the next few pages of this report.



A few of the many faculty and staff attending graduation awards ceremony- Left to right: Mina Glamboosky, Svetlana Vlady, Myles Bassell, Satina Williams, Associate Dean Susanne Scott, Dean Hopkins and Yehuda Klein.





Master of Ceremony Howard Davidoff speaking to attendees



KSB students graduating with high honors

## **STRATEGIC PRIORITY 2 – FACULTY & STAFF**

**Long-Term Goal:** *Ensure that faculty and staff are highly qualified and committed to excellence*

**Strategies:** *Recruit and retain high-quality faculty and staff, reward faculty and staff for contributing to student and School of Business success*

**Objective 1:** *Successfully recruit and hire five tenure track faculty*

**Outcome: *Partially achieved.*** We were successful in hiring only two new faculty members with a starting date of fall 2015. One of the other three candidates accepted the position and then rescinded. We were unable to fill the Endowed Chair in Municipal Government position, and the search for an accounting assistant professor was suspended until next year.

**Objective 2:** *Host a successful fourth annual faculty and staff Recognition Luncheon*

**Outcome: *Achieved.*** This was a very successful event. Over 60 faculty, staff and students attended. Photographs taken at the May 2015 luncheon are shown on the following pages of this report.

### *2014–2015 Faculty & Staff Recognition Luncheon*

Several KSB staff and faculty were recognized and honored by students from the Accounting Society and the National Association of Black Accounts... Here are just a few examples:



Eileen O'Rourke – KSB staff member recognized for service to students





Benjamin Langer – KSB faculty member recognized for teaching and mentoring students



Stanley Sauber – KSB faculty member recognized for teaching and mentoring students





Natalia Guarin-Klein – Magner Career Center staff member recognized for service to students



Dean Hopkins – Recognized for being a man of vision

## Excellence Award Recipients



Myles Bassell – Excellence in Teaching Award



Toby Birnbaum – Excellence in Teaching Award



Miriam Gerstein – Excellence in Research Award



Viju Raghupathi – Excellence in Research Award





Gary Testa (left) – Excellence in Service Award



Award of Recognition was presented to Stanley Sauber by Moishe Zelcer (left)



Accounting lecturer Stanley Sauber (with his wife) was recognized for his years of service to Brooklyn College and the School of Business and congratulated on his retirement

### **STRATEGIC PRIORITY 3 – COMMUNITY OUTREACH**

**Long-Term Goal:** *Contribute to the economic, educational, and societal advancement of Brooklyn*

**Strategies:** *Develop and foster positive relationships between the School of Business and the Brooklyn business and greater community, and develop programs and centers of excellence that contribute to the economic, educational, and societal advancement of Brooklyn*

**Objective 1:** *Make at least ten new potential donor contacts*

**Outcome: *Achieved.*** Sixteen outreach letters were mailed to potential donors inviting them to engage with our students and faculty by guest lecturing, mentoring students, holding workshops, etc. Three of these contacts will participate in upcoming events sponsored by the Koppelman School of Business.

### *SUMMARY AND CONCLUDING REMARKS*

Academic Year 2014-2015 was an excellent year for the KSB. Much progress was made and traction is being gained as we move toward achieving the goals of AACSB accreditation and building a strong business school. We look forward to the coming Academic Year and expect that it will be as successful as or more successful than Academic Year 2014-2015.