



END-OF-YEAR REPORT (2015-2016)

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

EXECUTIVE SUMMARY

Academic Year 2015-2016 was another successful year for the Koppelman School of Business. Our efforts to achieve the strategic goal of building a strong business school are having positive results as are efforts to achieve our initial AACSB accreditation goal. 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.

Objectives Pursued During 2015-2016

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 2015-2016:

AACSB ACCREDITATION

Objective 1: *Complete and submit Initial Self-Evaluation Report*

Outcome: *Achieved*. The report was submitted to the AACSB Initial Accreditation Committee (IAC) on December 18, 2015. We received a letter from the IAC on March 8, 2016 notifying us that our report had been accepted.

Objective 2: *Complete assessment of critical thinking and quantitative reasoning learning goals*

Outcome: *Achieved*. Assessment of both of these learning goals was completed. Data and other information related to the assessment of these learning goals have been compiled, analyzed and documented by the associate dean.

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 2015-2016, 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 fourth annual Business Matters!*

Outcome: *Achieved*. The fourth annual *Business Matters!* was held on October 21st and 22nd 2015, with over 900 KSB students, faculty, administrators, and community leaders in attendance. As indicated on the poster (below) the theme was leadership. Selected photographs taken at the event are shown on the next few pages of this report.

The Koppelman School of Business PRESENTS



BUSINESS MATTERS! 2015

OCTOBER 21-22
STUDENT CENTER
GOLD ROOM

Leaders **L.E.A.D.** (**L**aunch their career, **E**ngage with others, take **A**dvantage of opportunities, and **D**evelop their skills) toward the best version of themselves.

Let experienced leaders show you how to L.E.A.D.!

For more information contact
brooklynsincouncil@gmail.com

Business Matters! 2014, Leverage Speaker:
Erica Orange, Futurist/Vice President,
Weiner, Edrich, Brown, Inc.

Wednesday October 21

SESSION 1: Develop
(11:00 a.m. – 12:15 p.m.)

Jonathan Castoro
GEICO College Recruiter

Yonette Graham DeCaul
Director, Social Media Recruiter
NYC Department of Finance

Athena Hernandez
Director, Good Help Services
Brooklyn Chamber of Commerce

Gregory McNeill
Assistant Branch Manager
Foresters Financial Services, Inc.

SESSION 2: Advantage
(2 p.m. – 3:15 p.m.)

Karen L. Gould
President, Brooklyn College

Thursday October 22

SESSION 3: Engage
(11:00 a.m. – 12:15 p.m.)

Shaina Brader
JP Morgan, Financial Analyst

Pawel Walczuk
Accenture, Management Consultant

Daniel Calderon
Four Thirty, Co-Founder & Director
of Talent / Operations

Norville Barrington
Mondelez International,
Associate Brand Manager

Elis Prendergast
KPMG, Tax Manager

SESSION 4: Launch
(2 p.m. – 3:15 p.m.)

Lorraine Laighold
Senior Vice President
UBS Financial Services Inc.

Leonardo Rizzi
Vice President
Goldman Sachs

October 21st – Session 1: Representatives from GEICO, NYC Department of Finance, Brooklyn Chamber of Commerce, and Foresters Financial Services, Inc., provide students with advice on how to develop their leadership skills.



Q&A session provided students opportunity to ask questions and receive answers from panelists



October 21st – Session 2: Brooklyn College President Karen Gould provides students with advice on how to take advantage of all opportunities to be successful in the business and in life.



Members of KSB Student Leadership Council with President Karen Gould



October 22nd – Session 3: Executives from JP Morgan, Accenture, FourThirty, Mondelez International, and KPMG provide students with advice on how to engage others in organizations to as a path to leadership success.



Members of Student Leadership Council with panelists



October 22nd – Session 4: Leonardo Rizzi (Vice President at Goldman Sachs) and Dean Hopkins provide students with advice about how to successful launch their career as leaders in Corporate America.



Members of Student Leadership Council with VP Rizzi and Dean Hopkins



Objective 2: *Host a successful third annual KSB Commencement Awards Ceremony*

Outcome (Achieved) – The third annual KSB Commencement Awards Ceremony was held on June 1, 2016. Well over 100 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.

KSB faculty and staff waiting to honor graduates



Collage of graduates being honored



Pictures are worth a thousand words!



Objective 3: Host a successful third annual Summer Financial Careers Academy

Outcome: Achieved. As indicated on the poster (below) several firms participated in the academy, which was held at 25 Broadway. This year eight students were awarded \$1,000 scholarships to attend the academy. We are looking forward to more firms and more students participating in next year's academy!

Brooklyn College | Koppelman School of Business

Presents...

3rd ANNUAL SUMMER FINANCIAL CAREERS ACADEMY
JUNE 2016

What is it?

A program starting with a 3-credit course in the first summer session, June 2016, at 25 Broadway in Manhattan that provides an understanding of the Financial Services Industry, the largest industry in NYC, followed by career development activities and workshops through the Brooklyn College Magner Career Center.

- P**articipate in a financial services industry internship *
- R**aise questions of financial services industry insiders
- E**arn 3 credits to apply to your degree program
- P**articipate in invitation only career preparation activities
- A**ccelerate progress toward a professional career
- R**ecieve the best advice on pursuing a career in Financial Services
- E**nhance networking, presentation, and interviewing skills

* Students graduating prior to summer 2017 are permitted to take the course for networking opportunities but will not be able to participate in internships.





What have past participants said?

The Financial Careers Academy really opened up new doors for me. The guest speakers and all their wisdom of the financial services industry brought life outside of college into perspective. ...All in all, it was an experience I wouldn't trade for any vacation I could have been on that summer and it shaped me into a better, more well-rounded individual who is more prepared to dive head first into the financial service industry. - Sammy H.

The FCA pushed me to get out of my comfort zone and network. At first I was shy meeting these big executives but after meeting, whom most of them were in similar circumstances as me, I realize they are people just like everybody else who overcame similar obstacles I trying to. - Jean M.

Who's eligible?

Students must be matriculated in the Koppelman School of Business in any major, have a cumulative GPA of at least 3.3 and must be graduating in the fall of 2016 or after. Students wishing to earn credit for the summer 2016 class must have permission from their department chair. In order to participate, students must have completed FINC 3310 Corporate Finance by June 1, 2016.

Timeline

Spring 2016	Apply by March 15, 2016
Summer 2016	Attend class in summer session 1 at 25 Broadway
Fall/Winter 2017	Attend workshops at the Magner Career Center
Summer 2017*	Intern with firms in the financial services industry

How do I apply?

1. Complete your online application at <http://tinyurl.com/bcfinancialcareersacademy>
2. Send your resume to gviucci@brooklyn.cuny.edu by 11:59 pm, March 15, 2016. Put 2016 FCA in the subject heading.

For additional information, contact Dr. Sunil Mohanty (Ext: 5154) or Associate Dean Susanne Scott (Ext: 3166)

Objective 4: Attract a high-profile executive to present at the *Business Matters! Speakers Series*

Outcome: Achieved. As indicated on the poster (below) Mark Weber was the presenter. Over 150 evening students attended this event.

The poster is for the "Business Matters! Speakers Series" presented by The Koppelman School of Business at Brooklyn College. It features a portrait of Mark Weber, a man in a suit and tie, with the text "always in fashion" written in a cursive font over his image. Above the portrait, it says "Mark Weber" and "FROM CLERK TO CEO — LESSONS FOR SUCCESS IN BUSINESS AND IN LIFE". To the right of the portrait, the title "Always In Fashion" is written in a large, bold font, followed by "Lessons for Success in Business and in Life". Below the title, the date "April 7, 2016" and time "6–8 p.m." are listed, along with the location "Woody Tanger Auditorium, Brooklyn College Library". A paragraph of text describes Mark Weber's background and achievements, including his roles as CEO of Phillips-Van Heusen Calvin Klein, CEO of LVMH, Inc. USA (Louis Vuitton/Moët Hennessy), and chairman and CEO of Donna Karan International. A list of seven bullet points outlines the topics he will share: Select a career path, Prepare for interviews, Stand out from coworkers, Find ways to make an impression on management, Determine your best skills, Dress for success, and Never give up. At the bottom left, the Brooklyn College logo is displayed, and at the bottom right, the City University of New York logo is shown.

Business Matters!
Speakers Series

"This critical examination of a life in the fast lane of business is a must read whether you're an aspiring entrepreneur or a seasoned executive."
—Michele Cassanese, President, MUR Relativity

Mark Weber
FROM
CLERK TO CEO
—LESSONS FOR
SUCCESS IN BUSINESS
AND IN LIFE

*always
in
fashion*

Former CEO of Louis Vuitton Moët Hennessy USA,
Current CEO of Donna Karan International

**Always
In Fashion**
*Lessons for Success in
Business and in Life*

April 7, 2016
6–8 p.m.
**Woody Tanger Auditorium,
Brooklyn College Library**

Born and raised in Sheepshead Bay, Brooklyn, and educated at Brooklyn College, Mark Weber spent his earliest working years as a sales clerk at King's Plaza Shopping Center. Today, his resume includes positions such as CEO of Phillips-Van Heusen Calvin Klein; CEO of LVMH, Inc. USA (Louis Vuitton/Moët Hennessy); and chairman and CEO of Donna Karan International. Using his own story as a template, Mark will share his insights on how to:

- Select a career path
- Prepare for interviews
- Stand out from coworkers
- Find ways to make an impression on management
- Determine your best skills
- Dress for success
- Never give up

Brooklyn College
CUNY The City University of New York

Objective 5: Host a successful second annual Business School Jam!

Outcome: Achieved. As indicated on the poster (below) the event was held on May 5, 2016. Due to inclement weather this event was moved to the Student Center. Nonetheless, 100-200 KSB students, staff, and faculty attended.



Objective 5: *Host first annual Lorraine Laighold Summer Leadership Academy*

Outcome: *Achieved*. Twenty students participated in the Academy and came away with some awesome leadership skills!

Ms. Laighold (donor) shares with students her perspectives on effective leadership



Colonel Joseph Sanders provided military style training for the participants



A panel composed of Student Leadership Council Alumni shares their perspective on being an effective student leader



Members of the Student Leadership Council that participated in the training



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 assistant professor of accounting*

Outcome: *Achieved.* Dr. John Paul (clinical professor at the Lubin School of Business - Pace University) was hired and will begin his tenure fall semester 2016.

Objective 2: *Successfully recruit associate professor to fill the Marshall Kaplan Endowed Chair in Municipal Government Accounting*

Outcome: *Achieved.* Dr. Daniel Tinkelman (Professor at the Frank G. Zarb School of Business - Hofstra University) was hired and will begin his tenure fall semester 2016.

Objective 3: *Complete purchase of research database for faculty*

Outcome: *Achieved.* CUNY central approved the purchase and a faculty training seminar has been scheduled for September 16, 2016.

Objective 4: *Implement Faculty Development Grant Program*

Outcome: *Achieved.* Twenty-five thousand dollars were awarded to five KSB faculty members to advance their research agenda. A focus was placed on research quality.

Objective 5: *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 April 19, 2016 luncheon are shown on the following pages of this report.

Recipients of Faculty Development Grants

(Barbara Lewis, Hong Jin-Lin, Dov Fisher, Hershey Friedman and Joshua Fogel)



A few of the many faculty members who contributed intellectually to the KSB research efforts



Excellence Award Recipients

Myles Bassell – Excellence in Teaching Award



Joshua Fogel – Excellence in Research Award



Satina Williams – Excellence in Service Award



Other winners were Sholom Schochet (Excellence in Teaching), Seungho Baek (Excellence in Research), and Carol Connell (Excellence in Service). These winners were unable to attend the luncheon



Accounting staff member Eileen O'Rourke was recognized for her years of service to Brooklyn College and the KSB and congratulated on her retirement



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.