



END-OF-YEAR REPORT (2017-2018)

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 2017-2018 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 Brooklyn College's senior administration for generously supporting the KSB.

Objectives Pursued During 2017-2018

To ensure continued progress toward achieving the strategic goal of positioning the KSB for initial AACSB accreditation, the following objective was pursued during Academic Year 2017-2018:

AACSB ACCREDITATION

Objective: *Complete and submit Final Self Evaluation Report*

Outcome: *Achieved.* The Final Self Evaluation Report was completed and submitted to the AACSB Peer Review Team. Our journey to initial AACSB accreditation is outlined in the following table:

Action	Date
Became Member of AACSB	September 2011
Eligibility Application Submitted to the Initial Accreditation Committee (IAC)	September 2014
Eligibility Application Accepted by the IAC	November 2014
AACSB Mentor Assigned to Koppelman School of Business	February 2015
Submitted Initial Self Evaluation Report (SER) to the IAC	December 2015
Initial SER Accepted by the IAC	March 2016
Submitted First SER Update to the IAC	September 2016
First SER Update Accepted by the IAC	January 2017
Submitted Second SER Update to the IAC	April 2017
Second SER Update Accepted by the IAC	June 2017
Submitted Third SER Update to the IAC	September 2017
Third SER Update Accepted by the IAC	December 2017
Peer Review Team Assigned to the Koppelman School of Business	March 2018
Submitted Final SER to Peer Review Team	March 2018
Site-Visit by Peer Review Team Scheduled	March 2019

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 sixth annual *Business Matters!*

Outcome: *Achieved*. The sixth annual *Business Matters!* was held on October 11th and 12th 2017, with over 900 KSB students, faculty, administrators, and community leaders in attendance. As indicated on the poster (below) the theme was S.T.E.P., acronym for Sustainability, Technology, Ethics, and Professionalism. Selected photographs taken at the event are shown on the next few pages of this report.

The poster for 'Business Matters! 2017' features a woman in an orange top speaking into a microphone. The text on the poster includes the event title, dates, location, and the S.T.E.P. acronym with its components. It also lists sessions for both days of the event, including topics like Professionalism—Diversity and Inclusion, Technology—Emerging and Disruptive Technologies, Ethics—Personal and Professional Behaviors, and Sustainability—Social and Economic Entrepreneurship. The poster is sponsored by Brooklyn College and The City University of New York.

BUSINESS MATTERS! 2017

OCTOBER 11 & 12
Student Center
Gold Room

S.T.E.P. into the business world by keeping up with:

- SUSTAINABILITY**—As it relates to social and economic entrepreneurship
- TECHNOLOGY**—As it relates to emerging and disruptive technologies
- ETHICS**—As it relates to personal and professional behaviors
- PROFESSIONALISM**—As it relates to diversity and inclusion in the workplace

WEDNESDAY, OCTOBER 11

SESSION 1: Professionalism—Diversity and Inclusion (11 a.m.–12:15 p.m.)
Wendy Amengual Wark, founding partner, Inclusion Strategy

SESSION 2: Technology—Emerging and Disruptive Technologies (2–3:15 p.m.)
Brady Dale, technology reporter, *New York Observer*
Lauren Keyson, founder & publisher, Disruptive Technologists

THURSDAY, OCTOBER 12

SESSION 3: Ethics—Personal and Professional Behaviors (11 a.m.–12:15 p.m.)
Keith Slotter, vice president of Security at JetBlue Airways

SESSION 4: Sustainability—Social and Economic Entrepreneurship (2–3:15 p.m.)
Connie Tang, president & CEO, Princess House, Inc.
Gary Huggins, executive director, Direct Selling Education Foundation

Brooklyn College **CUNY** The City University of New York

Sustainability Session: Connie Tang (President and CEO of Princess House, Inc.) and Gary Huggins (Executive Director, Direct Selling Education Foundation) preparing for their presentation on sustainable business practices.



This is a photograph of Connie presenting to a packed house of students, faculty, and staff eager to hear about sustainable business practices at Princess House, Inc.



Technology Session: Valeriya Zelenyak (Co-President of the Koppelman Student Leadership Council) moderates the panel consisting of Brady Dale (Technology Reporter for the *New York Observer*) and Lauren Keyson (Founder & Publisher, *Disruptive Technologists*).



Student asking a technology question during the Q&A session



Ethics Session: Keith Slotter (Vice President of security at Jet Blue Airways) shares his experiences with ethical issues at Jet Blue.



Vice President Slotter emphasizing his points!



Professionalism Session: Wendy Wark (Founding Partner, Inclusion Strategy) works up the audience!

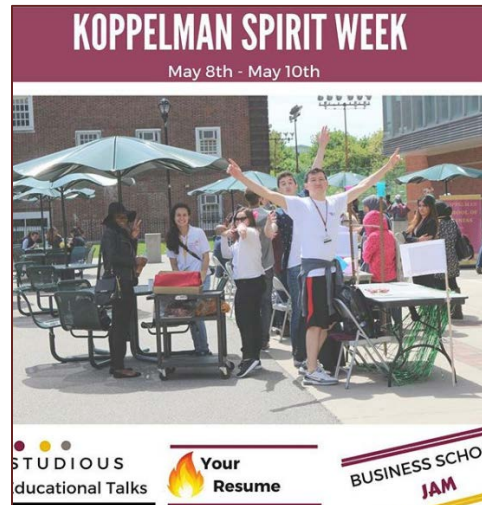


Wendy taking questions from audience



Objective 2: Host a successful third annual Business School Jam!

Outcome: Achieved. As indicated on the posters (below) the event was held on May 8 & 10, 2018. This year the *Business School Jam!* was conceived as Koppelman Spirit Week (KSW) and included Studios Educational Talks (a variation of “Ted Talks”), Resume Roasts, Mock Interviews, and Networking with representatives from various business organizations. Over 200 KSB students, faculty, and staff participated in KSW!



Objective 3: *Create program to enhance student-student engagement*

Outcome: *Achieved*. Snacks & Chats is a periodic meeting of KSB students who discuss current issues that are likely to affect them once they graduate and enter the workforce. It is designed specifically for students, entirely student led, and is well-attended by students.



Objective 4: *Create program to enhance student-faculty engagement*

Outcome: *Achieved*. To achieve this objective, the Koppelman School of Business Club Collective created the Faculty Luncheon for the purpose of providing a forum where students and faculty can dialogue on three pillars that are important to creating stronger student-faculty relationships: (1) *Awareness* - increase faculty awareness of student activities/events (2) *Engagement* - encourage faculty to become more engaged with students by being more involved in student activities/events (3) *Community* - solicit faculty ideas of how the KSB culture might be reimagined such that it is perceived as being a lively, supportive, and inclusive community.



Objective 5: *Provide opportunities to enhance student-alumni-community engagement*

Outcome: *Achieved*. To achieve this objective, several off-campus events were identified or created for the purpose of affording current KSB students an opportunity to engage with recent and longer-term KSB alumni as well as professionals from the New York business community. The photographs below depict some of these opportunities.



The Dean and KSB students traveled to New Jersey to meet with Edwin Cohen, CEO of Prism Partners, and 1962 Brooklyn College business program alum



The Dean and KSB students at Google Headquarters attending a Disruptive Technology event



The Dean and current KSB students at Brooklyn College's Wall Street facility meeting with recent (2-3 years) KSB alumni



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 two assistant professors of marketing and one assistant professor of accounting*

Outcome: *Achieved.* Dr. Ngoc (Cindy) Pham (PhD in Marketing, University of Texas Rio Grande Valley) and Dr. Abhi Bhattacharya (PhD in Marketing, Indiana University Bloomington) were hired. Dr. Pham will begin her tenure fall semester 2018 and Dr. Bhattacharya will begin his tenure fall semester 2019. Dr. Yoshie Saito Lord (PhD. Temple University) was also hired and will begin her tenure fall semester 2018.

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

Outcome: *Achieved.* This was a very successful event. Over 60 faculty, staff and students attended. Photographs that were taken at the April, 17 2018 luncheon are shown on the following pages of this report.



A few of the many KSB faculty members who made intellectual contributions in AY 2017/2018

Excellence Award Recipients

Excellence in Teaching Awards

Gary Testa (Accounting)



Seungho Baek (Finance)



Paul Goldberg (Economics)



Richard Long (Business Management)



Excellence in Research Awards

Nadia Doytch



Stanley Peterburgsky

Joshua Fogel



Excellence in Service Award

Myles Bassell



KSB faculty, students, and staff enjoying chatting with one another at the luncheon







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: *Host at least two events for the Herbert Kurz Business Consortium*

Outcome: *Achieved.* The flyers shown below provide information about the two events.

The Herbert Kurz Business Consortium in Rockland County* Presents
Annual Holiday Party and Discussion on
**THE U.S. HEALTHCARE INDUSTRY:
INSIGHTS AND TRENDS FOR 2018**
Friday, January 26, 2018
3 pm – 6 pm
Nyack Library
59 South Broadway Nyack, NY 10960
FREE and OPEN TO THE PUBLIC
RSVP by January 15
GUEST SPEAKER

Pawel Walczuk
Manager, Accenture
Pawel is a Manager in Accenture's Digital practice based in the New York office. Pawel has helped public and private clients prepare for the launch and growth of online health marketplaces. Pawel has experience with design and development of technology solutions and leveraging analytics for resource allocation analysis, value realization analysis as well as process automation.



This event funded through the Kurz Family Foundation.

The Herbert Kurz Business Consortium in Rockland County* Presents
An afternoon of learning about
CRYPTOCURRENCY AND ITS IMPLICATIONS
Presented by members of the Blockchain & Cryptocurrencies Club
at Brooklyn College
Goodbye dollar bills...? **Hello Cryptocurrency...?**


Sunday, June 17, 2018
12 pm – 2:30 pm
Nyack Library
59 South Broadway Nyack, NY 10960
FREE and OPEN TO THE PUBLIC




This event funded through the Kurz Family Foundation.

SUMMARY AND CONCLUDING REMARKS

Academic Year 2017-2018 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 2017-2018.