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.
BUSINESS MATTERS! 2015

OCTOBER 21-22
STUDENT CENTER GOLD ROOM

Leaders L.E.A.D. (Launch their career, Engage with others, take Advantage of opportunities, and Develop their skills) toward the best version of themselves.

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

For more information contact brooklynsclouncil@gmail.com

Business Matters! 2014, Leverage Speaker: Erica Orange, Future/Vice President, Weiser, Edlich, 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
(2:00 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 Walczyk
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.
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!
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.
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
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.
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: Explore partnership opportunities with corporations and other entities to increase the visibility of the Koppelman School of Business

Outcome: Achieved. Our exploration resulted in the creation of the Herbert Kurz Business Consortium in Rockland County. Members of the consortium include Brooklyn College (KSB as representative), Rockland Community College, and the CEJES Institute. The flyer shown below provides information about the consortium and the inaugural event hosted by the consortium.
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.