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 2016-2017 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.
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 2016-2017:

**AACSB ACCREDITATION**

**Objective 1:** Revise Faculty Qualification Policy to reflect quality, quantity, and engagement expectations

**Outcome:** Achieved. Revision of the faculty qualification policy required the KSB Strategic Leadership Team (SLT) to ensure that KSB faculty members are provided with (1) guidance for research quality and quantity expectations and (2) guidance for academic and professional engagement expectations. The guidance provided is connected to a point system that is used to determine the academic qualifications of KSB faculty. In the spirit of continuous improvement in research quality, a two-tiered point system is now used to assess faculty qualifications.

**Objective 2:** Develop a strategy to encourage faculty to publish in high quality journals

**Outcome:** Achieved. We adopted the ABDC Journal Quality List as a way of demonstrating continuous improvement in our research quality. To facilitate continuous improvement, the SLT developed the Research Quality and Maintenance Program as an incentive for faculty to target journals on the ABDC Journal Quality List. Faculty members who publish in B-level, A-level, and A*-level journals on the list will be awarded $500, $1,000, and $2,000, respectively. Also, to qualify for Excellence in Research Awards, only articles published in journals on the ABDC list are considered.

**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**. Performance objectives associated with these strategic priorities for Academic Year 2016-2017, along with our continuing long-term goals and representative strategies, 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 fifth annual Business Matters!
Outcome: *Achieved*. The fifth annual *Business Matters!* was held on September 19th and 20th, 2016, with over 900 KSB students, faculty, administrators, and community leaders in attendance. As indicated on the poster (below) the theme was Vision 2020: The Future of Management Education. Selected photographs taken at the event are shown on the next few pages of this report.
**Session 1:** The first photograph shows Ted Liebowitz (Founder/CEO Worldwide Media Capital, LLC) sharing with attendees his high-impact learning experiences as an entrepreneur and the second photograph shows Ted answering students’ questions after his presentation.
Session 2: KSB faculty members share with students their take on the value of management education in the Koppelman School of Business.
Session 3: Executives share their thoughts on the digitization of industry and its impact on management education with KSB students

Left to right: Joshua Feldman, Executive Director of Cloud Computing (JP Morgan Chase); Scott Cohen, CEO, Newlab (IT incubator, Brooklyn Navy Yard); Michael Goshgarian, Principal (McChrystal Group)
Session 4: Dr. Stacie NC Grant, Founder & CEO, Destiny Designers University, dazzled KSB students with her presentation on empowerment! (Session photographs are not available)

Objective 2: *Attract high profile executives to present at Business Matters Speaker Series*

**Outcome: Achieved** – We were able to attract three high profile speakers for the series: Steve Hindy, Co-Founder and Chairman, Brooklyn Brewery Corporation; Meyer Eisenberg, former Deputy General Counsel for the Securities and Exchange Commission; and Jerome Williams, Executive Vice Chancellor and Provost, Rutgers University.

Objective 3: *Host a successful third annual Business School Jam!*

**Outcome: Achieved.** As indicated on the poster (below) the event was held on May 4, 2017. With respect to success, the pictures speak for themselves! Over 200 KSB students, staff, and Faculty members attended.
BUSINESS SCHOOL JAM!

DISCOVER OPPORTUNITY STRENGTHEN COMMUNITY EMBRACE DIVERSITY

MAY 4TH, 2017 WEST QUAD 12-2PM

@KoppelmanSLC

Student Leadership Council
Objective 4: Host second annual Lorraine Laighold Summer Leadership Academy

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

Colonel Joseph Sanders, far left, provided military style leadership training for the participants.

Graduating from the Academy with their Leadership medallions and jackets!
**Objective 5: Develop strategy for building community among KSB student clubs**

**Outcome: Achieved.** To achieve this objective, the Koppelman School of Business Club Collective was created. Cohesion and camaraderie was quickly developed among students clubs by having members design sweat shirts for identity purposes. As shown below, the front of the shirts has the student-designed logo and the back has the logos of clubs that are members of the Collective.
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 KSB success

Objective 1: Successfully recruit and hire two assistant professors of accounting

Outcome: Achieved. Dr. Min Liu (PhD, Florida Atlantic University) and Dr. Fujiao Xie (PhD, University of Hawaii) were hired and will begin their tenure fall semester 2017.

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 9, 2017 luncheon are shown on the following pages of this report.

Below: A few of the many faculty members who made intellectual contributions in 2017
Excellence Award Recipients

Sholom Schochet – Excellence in Teaching Award

Hershey Friedman – Excellence in Research Award
Nadia Doytch – Excellence in Research Award

Sonia Lambert – Excellence in Service Award (second from right)

Other winners: James Lynch (Excellence in Teaching Award). Professor Lynch was unable to attend the luncheon.
KSB faculty members 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 KSB 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 Herbert Kurz Business Consortium was created in 2016 to foster positive relationships between the KSB and the Brooklyn business and greater community. The posters shown below describe the two events that were held in 2017. The photograph on the following page was taken at the Second Annual Barbeque. Students from the KSB enjoyed listening to and visiting with Dr. Edmund W. Gordon, a founder of the federal Head Start Program.
SUMMARY AND CONCLUDING REMARKS

Academic Year 2016-2017 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 2016-2017.