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:

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

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.
**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 Studious 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.

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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.