



END-OF-YEAR REPORT (2016-2017)

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.

Objectives Pursued During 2016-2017

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.

The Koppelman School of Business PRESENTS

BUSINESS MATTERS! 2016

**Vision 2020:
The Future of
Management
Education**

September 19-20
Student Center
Gold Room

Monday September 19

SESSION 1: High-Impact Learning Experiences in Entrepreneurship
(11:00 a.m. - 12:15 p.m.)

Kimberly Bourne
Founder/CEO
Playfair Planning Services

Ted Liebowitz
Founder/CEO
Worldwide Media Capital, LLC

Jocelynn Rainey
Executive VP
Brooklyn Navy Yard
Development Corporation

SESSION 2: Management Education as a Value in the Koppelman School of Business
(2 p.m. - 3:15 p.m.)

Professor Dov Fischer
Accounting Department

Professor James Lynch
Business Management Department

Professor Charles Stone
Business Management Department

Professor Nadia Doytch
Economics Department

Professor Sunil Mohanty
Finance Department

Tuesday September 20

SESSION 3: The Digitization of Industry—What It Is/What It Means For Management Education
(11:00 a.m. - 12:15 p.m.)

Joshua Feldman
Executive Director
Cloud Computing, JP Morgan Chase

Michael Coshgarian
Former Navy Seal/Principal
McChrystal Group

Scott Cohen
CEO, NEWLAB
(IT incubator—Brooklyn Navy Yard)

SESSION 4: Upgrade Your Image for Success: Make Your Management Education Work For You!
(2 p.m. - 3:15 p.m.)

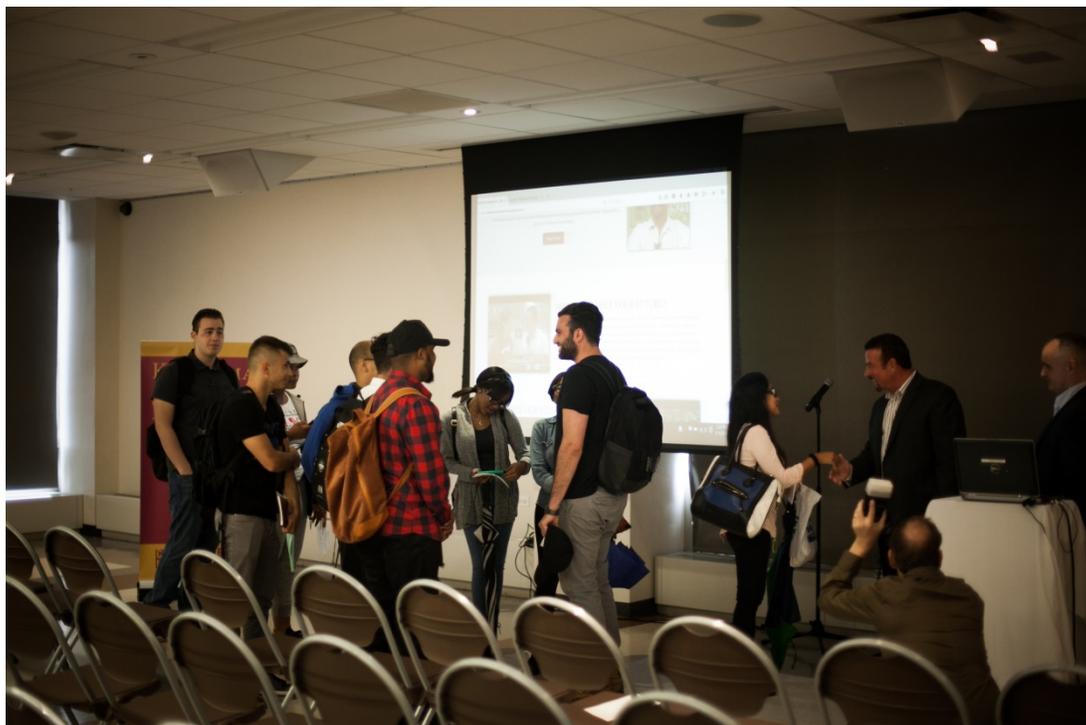
Dr. Stacie NC Grant,
Founder & CEO,
Destiny Designers University

Ty Stone
Director of Diversity Strategies,
Macy's

Brooklyn College

CUNY The City University of New York

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.

The Koppelman School of Business PRESENTS

Business Matters! Speakers Series



Beer School: Bottling Success at the Brooklyn Brewery

Steve Hindy, a Brooklyn native, is the co-founder, and current president and CEO of Brooklyn Brewery, the 12th largest beer brewing company in the United States. In this lively presentation, Hindy will share his story about two inexperienced partners who, though seriously undercapitalized, started what grew to be a successful business in an industry that they knew little about, but for which they had great passion. In the process Hindy will also share:

- Great lessons on what every first-time entrepreneur will experience
- Terrific insight for aspiring entrepreneurs
- A how-to for growing a business once it is established

**October 26, 2016
6–8 p.m.
Tanger Auditorium**

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The Koppelman School of Business PRESENTS

Business Matters! Speakers Series



Bailouts, Brexit, and Financial Bubbles: A Conversation

October 31, 2016
6:30–8 p.m.
222 Whitehead Hall

Meyer Eisenberg, '81, Adjunct Senior Research Scholar and Lecturer in Law at Columbia University, will draw on his 16 years of experience at the United States Securities and Exchange Commission and 28 years in private practice to discuss the current state of financial markets. He will be joined by Koppelman School of Business' finance professors Suniti Mohanty and Stanley Peterburgsky to examine:

- The causes and effects of the global meltdown in the financial markets in 2007–2009
- The regulatory safeguards put in place since the bubble burst
- The likelihood of another financial crisis
- The effects of international events on US capital markets in the emerging global securities market

Brooklyn College

The Koppelman School of Business PRESENTS

Business Matters! Speakers Series



Consumer Equality: Race and the American Marketplace

Is there a post-racial marketplace for American consumers?

Dr. Jerome Williams, a marketing scholar who has conducted extensive research on the topic of multicultural marketing and marketplace discrimination, will explore answers to this question in his presentation. In addition to providing recommendations for the research community, legal community, and consumers to eradicate consumer inequality in the marketplace, Dr. Williams' presentation will focus on:

- Subtle, modern racism in the marketplace compared to historical, overt racism
- Legal cases dealing with consumer racial profiling
- Consumer strategies when encountering marketplace discrimination
- Prescriptive measures for businesses desiring to promote the profitability of consumer equality

Dr. Williams is the executive vice chancellor and provost of the Rutgers-Newark Campus, Prudential Chair in Business, and research director of the Center for Urban Entrepreneurship & Economic Development. He held previous endowed chair positions at the University of Texas at Austin and Howard University, where he also was director of the Center for Marketplace Diversity. He was also on the Penn State University faculty for 14 years.

**March 9, 2017
6:30–8 p.m.
Woody Tanger Auditorium**

Brooklyn College

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!

Brooklyn College | Koppelman School of Business



- 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.

Brooklyn College | Koppelman School of Business

The KSB Club Collective

>Primary Goals

- Support the KSB (e.g., involvement with *Business Matters!* and Business School Jam, Advocate for KSB)
- Support other clubs in the KSBCC (e.g., Joint events)

>Membership Requirements

- Strong Commitment to Primary Goals
- Attend Monthly Meeting with Dean
- Commit to Succession Planning
- Commit to Updating Club Bulletin Board

>Benefits of Membership

- Access to Student Clubs Taking the Lead Grant Program
- Greater Exposure to KSB Student Body
- Customized Club Banner
- Priority Admittance to KSB Events
- Higher Return on Time and Energy Investment

FRONT



BACK



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





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.