Zicklin School of Business
MS Programs

NEW YORK SMART.
WORLD-CLASS READY.®
The Zicklin School of Business is proud to be a leader in providing exceptional graduate business and executive education for the twenty-first century.

Knowledge is a powerful tool: it can broaden perspectives, foster change, and expand horizons. At the Zicklin School of Business, we understand the transformative power of knowledge and the crucial role education plays in shaping the future.

As an AACSB-accredited institution, Zicklin has long been recognized for delivering superior graduate- and executive-level education and experiences. Zicklin is the largest of three schools within Baruch College—a senior college in the City University of New York, the leading urban university system in the United States. Baruch College consistently ranks among the region’s and nation’s top performers in academic excellence, diversity, and value.

The Zicklin School helps students and alumni reach new heights in their careers by providing the knowledge and skills required to thrive in an increasingly global marketplace. Our courses are taught by internationally-recognized faculty experts and experienced executives.

Integrated both physically and philosophically into the fabric of New York City, the world’s financial capital, the Zicklin School is committed to delivering a relevant, affordable, academically-rigorous business education that is both world-class in quality and reputation and worldwide in its impact.

MS Programs

Accountancy | Marketing
Entrepreneurship | Quantitative Methods and Modeling
Finance | Real Estate
Financial Risk Management | Statistics
Information Systems | Taxation
“Zicklin offers valuable opportunities for growth outside the classroom. Through Baruch’s Executives on Campus program, which pairs students with successful mentors, I’ve benefited from a mentor who has provided invaluable guidance to launch my career. In addition, joining and serving as president of the Zicklin Graduate Accounting Society helped develop my leadership, management, and communication skills.”

Charles Hwang
MS in Accountancy ’15
MS in Accountancy

As an AACSB-accredited and a New York State registered CPA program, the Master of Science in Accountancy program educationally qualifies graduates for New York State CPA licensure. Students entering the program with BBAs in Accounting from AACSB-accredited programs usually take 30 credits, with five electives to broaden their education in data analytics, business modeling, valuation, or tax. Students who have a limited background in accounting may be required to take up to 70 credits. A mix of academically and professionally experienced professors teach in the program to enhance students’ preparation for professional careers. Students develop their communications skills through activities sponsored by graduate accounting clubs, the Graduate Career Management Center, and courses in the program that simulate actual CPA firm business scenarios.

MS in Entrepreneurship

The Master of Science in Entrepreneurship introduces you to the complexities, risks, and rewards of embarking on entrepreneurial ventures. The MS in Entrepreneurship is designed for individuals who have a limited or wide range of entrepreneurial experience, are part of a family business, or are interested in starting or growing a business. This program gives you the foundations of entrepreneurial strategy and equips you with the skills required to build ventures and grow organizations. With an expansive list of elective courses to choose from, you can customize your study based on your career objectives and interests. The MS in Entrepreneurship has a minimum of 31.5 credits. Students must complete a required core curriculum that focuses on financial accounting, management, business communication, and entrepreneurial strategy. You can customize your study with electives in the areas of finance, information systems, law, management, human resources, marketing, and real estate.
“My Master’s degree bolstered my confidence to start my own company, and the skills I gained at Baruch were invaluable. Every class imparted powerful knowledge and skills that helped me be a better employee and, eventually, a better entrepreneur. Learning from people across literally dozens of different countries and cultures exposed me to diverse perspectives, which made me a much more thorough marketer.”

Brittany Hodak
MS in Marketing ‘10

MS in Finance
Innovations in financial markets, institutions, and securities present significant opportunities and challenges to financial managers on a daily basis. Zicklin’s Master of Science in Finance equips you with the advanced knowledge and analytical tools needed to successfully navigate today’s financial markets. The MS in Finance is a minimum of 30-credits and teaches you the foundations of managerial finance, financial theory, and investments, and broadens your expertise in areas such as corporate finance, international markets, and mergers and acquisitions. With an expansive list of elective courses to choose from, you can customize your study based on your career objectives and interests. Depending on your course selection, this degree can help prepare you for the Chartered Financial Analyst® (CFA) or Financial Risk Manager (FRM) certification exams.

MS in Financial Risk Management
The Master of Science in Financial Risk Management gives you a comprehensive foundational knowledge of current risk management issues, methodologies, and challenges. This degree positions you for a successful career in risk management at a variety of financial institutions and gives you an in-depth look at the core areas of risk management, including interest rates, market risks, credits, foreign exchanges, and more. With a minimum of 30 credits, this program helps you develop a strong understanding of derivatives, analytical and quantitative models, and methodologies in risk management. You can customize your study to your career goals with electives in international finance, venture capital, equity markets, and investment analysis. Depending on your course selection, this program can help prepare you for leading professional financial risk management certification tests, including the Financial Risk Manager (FRM) certification of the Global Association of Risk Professionals (GARP) and the Professional Risk Manager (PRM) certification of the Professional Risk Managers International Association (PRMIA).
MS in Marketing

The Master’s in Marketing gives you a strong foundation in marketing best practices, consumer-decision making, and strategic processes to prepare you for a successful career in marketing. This program has a minimum of 30 credits. The core curriculum helps you develop expertise in marketing research, management, and consumer behavior. Students may choose from four concentrations to tailor their study to meet their career goals.

Marketing Management Concentration
The marketing management path is a more generalized marketing concentration that allows you to customize your education by selecting electives from a full range of courses across all marketing concentrations. You can also choose to take a selection of courses in Statistics and Computer Information Systems.

Digital Marketing Concentration
The digital marketing concentration provides you with cutting-edge strategic and analytical skills to thrive in a digital environment. You will learn the necessary technical foundations to become a leader in digital marketing efforts in a modern business world. You can choose from a selection of digital marketing electives, including Search Engine Marketing, Social Media Marketing, Web Analytics, Media Planning, and more.

Marketing Analytics Concentration
The marketing analytics concentration provides you with the tools to handle data from traditional and digital sources and use that information to make sound strategic decisions. You can choose from a selection of digital marketing and marketing analytics electives, including Data-Driven Marketing Strategy, Web Analytics and Intelligence, Marketing Analytics with Big Data, and more.

International Business Concentration
The concentration in International Business gives you the skills to design and implement an organization’s global marketing strategy. You will learn how culture, differences in consumer behavior, trade policies, and logistics influence business. You can choose from a selection of electives including Internet Marketing and Global Business, International Marketing Management, Global Firms, Cultures, and Governments, and International Business Strategy.
MS in Information Systems

The MS in Information Systems (IS) gives you a strategic understanding of how technology impacts modern businesses. This degree develops tech-savvy business leaders who are well-versed in both the managerial and technical aspects of organizations.

The MS in IS can be completed in as few as 12 months with a minimum of 31.5 credits. The core curriculum provides you with fundamental skills in IS strategy, database management, and systems analysis and design. A wide range of elective courses allows you to focus your study in areas such as data mining, cybersecurity, e-business, IT in financial markets, and IT sustainability. Students with an undergraduate degree in Accountancy can use the MS in IS program to qualify for New York State CPA Licensure.

Graduates are eligible for a visa extension through the DHS-STEM program, which qualifies eligible international graduates on student visas for an optional practical training (OPT) extension of 24 months.

Concentration in Data Analytics

An IS concentration in Data Analytics can be selected by completing a specific group of elective courses, including data visualization, programming, and data mining courses.
MS in Real Estate

Zicklin’s Master of Science in Real Estate is one of the top five real estate programs nationwide according to College Factual. The MS in Real Estate gives students the analytical and financial background necessary to succeed in the business of real estate. It exposes you to the major concepts, methods, and tools useful for making investment and finance decisions regarding commercial real estate assets. Requiring a minimum of 31.5 credits, the degree begins with a strong foundation in real estate finance, investment, and analysis. The curriculum then builds on the essentials of development and law while allowing you to customize your expertise with more advanced topics and technical training. The program leverages its business relationships and industry-expert faculty to bring the New York real estate industry to the classroom.

MS in Quantitative Methods and Modeling

The Master of Science in Quantitative Methods and Modeling equips you with a strong quantitative skill set that lets you take a large amount of data and transform it into simple and clear information necessary for organizational decision making. With the economy’s growing reliance on big data, the statistical analysis, modeling, and computer information systems expertise you will gain with an MS in Quantitative Methods and Modeling will help you stand out in the job market. The MS in QMM requires a minimum of 31.5 credits to give you a strong foundation of quantitative skills. You can customize your education with our flexible elective options and take courses in areas such as operations research, statistics, and computer information systems. The program conforms with the DHS-STEM program so that international students who graduate from this program may be eligible for an additional 24-month extension on their optional practical training (OPT).
MS in Statistics

The Master of Science in Statistics trains you in the design and application of quantitative models for decision-making in business, finance, pharmaceutical and other industries, as well as government. The MS program provides you with the concepts and skills that form the fundamental knowledge essential for statistics professionals in today’s sophisticated business environment, including business analytics and data mining. The program is designed to provide a concentrated, in-depth study of the field enabling you to successfully transition into careers as statisticians or pursue a PhD in Statistics. The MS is a 31.5-credit program consisting largely of statistics courses and some related business courses and can be completed either part-time or full-time. The program conforms with the DHS-STEM program so that international students who graduate from this program may be eligible for an additional 24-month extension on their optional practical training (OPT).

“Zicklin’s Master of Science degree program gave me the knowledge and skills to expand my career horizons. When I started my Master’s program, I knew very little about the industry, but the relevant curriculum and expert faculty have prepared me to succeed as a business and technical leader in my field.”

Karen Choi
MS in Information Systems ‘19
MS in Taxation

The Master of Science in Taxation prepares you to work in tax-related positions at accounting firms, corporations, government entities, or your own practice. With a minimum of 31.5 credits, the program teaches you the foundations of corporate and federal tax policies and gives you the option to customize your studies with more advanced courses. As an MS in Taxation student, you will gain the research and technical skills necessary to properly interpret industry trends and stay ahead of the curve in new developments. Students with an undergraduate degree in Accountancy can use the MS in Taxation program to qualify for New York State CPA Licensure. We accept students looking to enter the taxation field, as well as more experienced tax professionals seeking to advance their skills and move into leadership positions. Applicants are not required to have an accounting or business background.

“The one thing that separates Zicklin from other schools is the endless opportunity to learn outside of the classroom. The career development and networking opportunities provided by the Graduate Career Management Center, faculty experts, and student clubs bridge the gap between being a student and being a professional. The curriculum at Zicklin ensures that you become an expert in every course you take. Within just a year of beginning my master’s studies at Zicklin, I have become a more polished professional and more confident in my knowledge and skills.”

Sudarshan Ramarajan
MS in Marketing ‘18
Location is everything

Integrated both physically and philosophically into the fabric of New York City, the Zicklin School of Business is located at the business center of the world. Our proximity to major corporations, business innovators, and global concerns means more opportunity for you to gain exposure to and make connections with the leading players in the world of business.

A solid return on investment—for you and your employer

When you pursue an MS at the Zicklin School, you’ll gain knowledge and experience that will position you to meet industry challenges and reach new career heights. You’ll increase your marketable skills while maximizing your value as an employee—and that’s good for everyone’s bottom line!

Invested in your success

As part of the Zicklin family, you’ll have access to Zicklin’s Graduate Career Management Center (GCMC). The GCMC offers a suite of services to help graduate students and alumni build career skills. They provide assistance in developing personal brands, conducting mock interviews, mastering effective communications, and practicing successful networking techniques. The GCMC’s employer-relations team coordinates with many employers to offer recruitment activities on campus and post hundreds of jobs and internships each month.

Our special events expand your horizons

Conferences and events organized and hosted at the Zicklin School draw hundreds of attendees to hear high-profile speakers such as former United Nations Secretary General Kofi Annan and William C. Dudley, president of Federal Reserve Bank of NY, speakers who shape the conversation on today’s business and financial issues.