Gennaro Aliperti
MS in Marketing ‘15

“My education at Zicklin went beyond the classroom and allowed me to get a taste of the level of work that is required to be successful in New York’s world-class business environment. With professors who have extensive experience in the industry, the program prepared me for the fast-paced, dynamic, and creative field of advertising.

In addition to my education, the resources provided by Zicklin exposed me to the thought leaders and game changers who are shaping today’s industry. Zicklin was the catalyst that shaped my current career and helped build the network that propelled me forward into the business world.”
MS in Finance
30 – 39 credits (STEM)
Innovations in financial markets, institutions, and securities present significant opportunities and challenges to financial managers on a daily basis. This program equips you with the advanced knowledge and analytical tools needed to successfully navigate today’s financial markets. You will learn the foundations of managerial finance, financial theory, and investments, and broaden your expertise in areas such as corporate finance, international markets, and mergers and acquisitions. Depending on your course selection, this degree may help prepare you for the Chartered Financial Analyst® (CFA) or Financial Risk Manager (FRM) certification exams.

MS in Accountancy
30 – 70 credits
As a New York State-registered CPA program, the MS in Accountancy program satisfies the educational qualifications needed for NYS CPA licensure. The number of credits required depends on your undergraduate degree: If you enter the program with an undergraduate degree in accounting, you usually complete 30 credits, with the option to take business electives from across Zicklin; if your undergraduate degree is in another area, you’ll need 30 to 70 credits to complete the degree. Customize your degree with courses in forensic accounting, data analytics, and other topical issues, and take part in real-world simulations of business scenarios from CPA firms.

MS in Entrepreneurship
31.5 – 37.5 credits
The MS in Entrepreneurship introduces you to the complexities, risks, and rewards of embarking on entrepreneurial endeavors. Entrepreneurship provides an opportunity to think and act dynamically and creatively, with the potential for discovering, perceiving, and developing new opportunities and ventures. You’ll learn to think like an entrepreneur, a skill that can benefit your life and career in any path you choose. Through studying the foundations of entrepreneurial strategy, you will be equipped with the skills to build ventures and grow organizations. Expansive elective options from across Zicklin allow you to customize your study based on your career objectives and interests.

Charles Hwang
MS in Accounting ’15
“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.”

MS in Business Analytics
33 credits (STEM)
The MS in Business Analytics program equips you with the tools necessary to manage data ethically for business success. You will become an expert data analyst who can explore patterns, reveal trends, uncover relationships, and transform data into a catalyst for business growth. More critically, you’ll also gain the knowledge needed to initiate and evaluate projects that harness the never-ending data deluge. This program opens the door to exciting new careers in the fast-growing fields of data science and business analytics. You can choose a concentration in either data analytics or marketing analytics.

Concentration in Data Analytics
This concentration is ideal if you’re interested in becoming a data analyst or data scientist. It consists of technical courses in natural language processing and big data technologies, among others.

Concentration in Marketing Analytics
This concentration provides expertise in data analytics and tools that apply to the specific business domains of marketing.

MS in Finance
30 – 39 credits (STEM)
Innovations in financial markets, institutions, and securities present significant opportunities and challenges to financial managers on a daily basis. This program equips you with the advanced knowledge and analytical tools needed to successfully navigate today’s financial markets. You will learn the foundations of managerial finance, financial theory, and investments, and broaden your expertise in areas such as corporate finance, international markets, and mergers and acquisitions. Depending on your course selection, this degree may help prepare you for the Chartered Financial Analyst® (CFA) or Financial Risk Manager (FRM) certification exams.
Karen Choi
MS in Information Systems ‘19
“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.”

MS in Financial Risk Management
30 – 39 credits (STEM)
The MS in Financial Risk Management gives you a comprehensive foundational knowledge of current risk management issues, methodologies, and challenges. It provides an in-depth look at the core areas of risk management, including interest rates, market risks, credits, foreign exchange, and more. Students will develop a strong understanding of derivatives, analytical and quantitative models, and methodologies in risk-management. Depending on your course selection, this degree may help prepare you for leading professional 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 Information Systems
31.5 credits (STEM)
If you’re a manager—regardless of your background or prior technical experience—the MS in Information Systems is designed for you. It provides comprehensive coverage of both the technical knowledge and strategic know-how required for today’s executives, who need to communicate with both the managerial and technical teams in their organizations. The core courses in the program cover the fundamentals of IT strategy, database design, systems analysis and design, and IT projects. You can select from a wide range of elective courses to focus on your areas of interest, or you can choose one of the following concentrations:

Concentration in Data Analytics
Analyzing large data sets with structured or unstructured data—often referred to collectively as big data—is now a critical basis of competition, underpinning new waves of improved decision making and innovation. You will complete courses in Python programming, data warehousing, data visualization, data mining, and natural language processing, among others, to develop these valuable skills.

Concentration in Cybersecurity and Information Assurance
Organizational systems and data assets are consistently under threat of external attacks. This has created an acute need for professionals who understand cybersecurity and information assurance in the larger context of the organization. Courses such as IT audit, cybersecurity, networks and telecommunications, and risk management, among others, provide the needed skill sets to oversee the security of an organization’s IT infrastructure and data.
Mir Islam
MS in Statistics ‘18
“I chose to pursue my MS in Statistics at the Zicklin School of Business because it offers an affordable, top-quality education with an excellent alumni network in New York and the tri-state area. Zicklin’s curriculum for the Statistics degree is a fantastic blend of theory and application. I had the option of taking theoretical classes or applied statistics and data science classes.”

MS in Marketing
30 credits
The MS in Marketing gives you a strong foundation in marketing best practices, consumer decision-making, and strategic process to prepare you for a successful career in marketing. The core curriculum helps you develop expertise in marketing research, consumer behavior, and marketing strategy. Students select one of the following concentrations:

Concentration in Digital Marketing
Learn the necessary technical foundations to become a leader in digital marketing efforts. This concentration provides you with cutting-edge strategic and analytical skills to thrive in a digital environment. Electives include Search Engine Marketing, Social Media Marketing, Web Analytics, and more.

Concentration in International Business
Learn how culture, differences in consumer behavior, trade policies, and logistics influence business. You will gain the skills to design and implement an organization’s global marketing strategy. Electives include internet marketing and global business, international marketing management, and strategic management of the global company.

Concentration in Marketing Analytics
Acquire the tools needed to handle data from traditional and digital sources and use that information to make sound strategic decisions. Choose electives from digital marketing and marketing analytics courses such as data-driven marketing strategy, web analytics and intelligence, marketing analytics with big data, and more.

Concentration in Marketing Management
This interdisciplinary concentration allows you to customize your education by choosing from electives across all of the marketing concentrations, along with courses from Information Systems and Statistics.

MS in Quantitative Methods and Modeling
31.5 – 38.5 credits (STEM)
The MS in Quantitative Methods and Modeling equips you with a strong quantitative skill set, enabling you to transform large amounts of data into simple and clear information necessary for organizational decision-making. You can customize your education by taking electives in operations research, statistics, and information systems. With the economy’s growing reliance on big data, the statistical analysis, modeling, and computer information systems expertise you will gain will help you stand out in the job market.

MS in Real Estate
31.5 – 34.5 credits (STEM)
The MS in Real Estate gives you the analytical and financial background necessary to succeed in real estate. It exposes you to the major concepts, methods, and tools useful for making investment and financial decisions regarding real estate assets. The degree begins with a strong foundation in real estate finance, investment, and analysis. The curriculum then builds on the essentials of development while expanding your expertise with more advanced topics and technical training. The program leverages its business relationships to bring the New York real estate industry to the classroom.
Location is everything
Located in the commercial center of the world, the Zicklin School of Business provides access to major corporations, business innovators, and global enterprises.

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 community, 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 a former United Nations Secretary General, the president of the Federal Reserve Bank of New York, the former United States Secretary of the Treasury, and the European Commissioner for Competition—leaders who shape the conversation on today’s business and financial issues.

MS in Statistics
31.5 – 40.5 credits (STEM)
The MS in Statistics trains you in the design and application of quantitative models for decision-making across industries. This program provides you with the concepts and skills that form the fundamental knowledge essential for statistics professionals in today’s sophisticated business environment. Designed to provide a concentrated, in-depth study of the field, the program prepares you to transition into a career as a statistician or data scientist, or to pursue advanced study in a doctoral (PhD) program in Statistics.

Concentration in Data Science
The Data Science concentration focuses on quantitative analysis of very large data sets using cutting-edge statistical techniques and tools. Courses in topics such as big data technologies, machine learning, and advanced data mining, will equip you with the quantitative and technical skills for a career in data science across many industries.

MS in Taxation
31.5 – 34.5 credits
The MS in Taxation prepares you to work in tax-related positions at accounting firms, corporations, government entities, or your own practice. The program teaches you the foundations of federal tax policies, and 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 who complete this program can qualify for New York State CPA Licensure.

Location is everything
Located in the commercial center of the world, the Zicklin School of Business provides access to major corporations, business innovators, and global enterprises.

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 community, 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 a former United Nations Secretary General, the president of the Federal Reserve Bank of New York, the former United States Secretary of the Treasury, and the European Commissioner for Competition—leaders who shape the conversation on today’s business and financial issues.
NEW YORK SMART. WORLD-CLASS READY.

Contact Info:
Office of Graduate Admissions
Zicklin School of Business
Baruch College, City University of New York
One Bernard Baruch Way
New York, NY 10010
E: ZicklinGradAdmissions@baruch.cuny.edu
T: 646-312-1300
Zicklin.NYC

STAY IN TOUCH

LinkedIn
Facebook
Twitter
Instagram
YouTube

[QR Code]