WEISSMAN CENTER FOR INTERNATIONAL BUSINESS

Imagine a WORLD...Prepare for a WORLD...Engage the WORLD!
## WEISSMAN CENTER FOR INTERNATIONAL BUSINESS MISSION STATEMENT

The mission of the Weissman Center for International Business is to provide meaningful international educational experiences for Baruch undergraduate and graduate students, support scholarly research and teaching with an international business perspective, and contribute to the economic life of New York City.

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**Cover Student:** Laura Agosto Exploring Japan

(Baruch BBA 2019, Double Major Math and Political Science, Semester Exchange, Waseda University, Tokyo, Japan)
Twenty-five years ago, the Weissman Center for International Business opened its doors to Baruch students and faculty with a generous gift from George and Mildred Weissman. That gift was the catalyst for developing a range of international programs that in the years since have given Baruch students a tremendous number of opportunities to engage with the world and expand their horizons.

Two examples are Vickie Savvides, the 2019 Baruch College valedictorian, and Jean Surena, the 2019 salutatorian, both of whom benefited from Weissman Center programs over the years. Vickie studied abroad three times, and Jean received the Hugh Lamle Scholarship, which the Weissman Center administers. There are many more success stories like these in the following pages.

The undergraduate International Business major that the Center supports continues to do very well. The International Business major integrates study abroad and study of foreign languages into a solid academic program. The College recently reported that students graduating with a degree in International Business have some of the highest starting salaries for Baruch undergraduate students entering the workforce.

During the course of the year, we also continued to support a variety of research programs at the Center, with a focus on the CSR-Sustainability Monitor. In the case of the Monitor, we had the opportunity to share our findings with some of the companies included in our research. That has been an excellent opportunity to get feedback and learn more about how companies are integrating sustainability issues into their business practices.

On a less positive note, fiscal year 2019 was very challenging from a budgetary point of view. As the year began, significant budget cuts were announced. While the Center was fortunate to have reserves that allowed us some flexibility, we saw a 33 percent reduction in head count across the Center’s different programs. This reduction had an impact on Center activities during the year. We decided to concentrate our attention on maintaining technology capabilities, student services, and the core of our research team.

The budget cuts we faced at the beginning of fiscal 2019 meant that fundraising became an even more important focus of my work throughout the year. I am deeply grateful that our donors and members of the Weissman Center Advisory Council have stepped up and provided crucial support. In particular, the Weissman family provided a very significant gift that will help support the Center for years to come. It is thus appropriate to end this letter as it began, with a heartfelt thank you to the Weissman family for their generosity and support. These are challenging times for public higher education. The Center is very lucky indeed to have benefactors like the Weissman family.

Terrence F. Martell
Weissman Center Director
Saxe Distinguished Professor of Finance
Supporting the College's Mission to Provide Baruch Students Access, Opportunity, and Social Mobility

Howard I. Smith
Chair of the Advisory Council and Vice Chairman, Finance, C.V. Starr and Co.

Ismail Amla
Managing Partner
IBM Global Business Services
North America

Robert J. Aquilina
Executive Vice President
Estee Lauder International, Inc.

John L. Bernbach
CEO
Bernbach Group

Joseph S. Bonocore
Managing Director & Deputy Treasurer
Citicorp

Donald P. Brennan
Retired Chairman
Morgan Stanley Capital Partners

Anupam Ghose
Chief Executive Officer
System Two Advisor

Dr. Henry G. Jarecki
Chairman
Falconwood Corporation

Julian Johnson
Executive Vice President
Sponsors for Educational Opportunity

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President and CEO
Hanover Square Partners, LLC

Hugh R. Lamle
President
MD Sass

Cleve S. Langton
Chief Partnership Officer
Brodeur Partners Worldwide

Frank Lourenso
Retired
JPMorgan Chase

Lynn Martin
President & COO
Intercontinental Exchange Data Services

Sven C. Oehme
President and CEO
European-American Business Organization, Inc.

Martin Rapaport
Chairman and CEO
Rapaport Diamonds

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MacAndrews & Forbes Incorporated

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Former U.S. Ambassador to Slovakia
Former Chairman and CEO
Backer Spielvogel Bates Worldwide

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Publisher, The Exporter
Chairman, Trade Finance Service Corporation

Yasushi Takahashi
President & CEO
Mitsui & Co. (U.S.A.), Inc.

David Tendler
Partner, Tendler Beretz LLC
Former Co-Chairman and CEO
Phibro-Salomon, Inc.

Vincent Tese
Chairman
Premier American Bank

Diane Whitty
Global Head of Philanthropy
JPMorgan Chase

Terrence F. Martell
Saxe Distinguished Professor
Director, Weissman Center for International Business

Contributions to the Baruch College Fund to support student programs such as scholarships and fellowships for international education or research projects such as the CSR-Sustainability Monitor are tax deductible. More details about the benefits of becoming a Weissman Center donor can be obtained either through the College’s Office of Advancement or directly from Dr. Terrence Martell, Weissman Center Director, (646) 312-2075.
Baruch College Class of 2019 Valedictorian Vasiliki (Vickie) Savvides Studied Abroad in Italy and Spain

Baruch College Class of 2019 Valedictorian Vasiliki (Vickie) Savvides is a seasoned study abroad veteran, who took full advantage of the opportunities offered by the Study Abroad Office.

Vickie, a Macaulay Honors College Scholar, participated twice in Baruch College's Spanish Language and Civilization Program in Salamanca, Spain.

In the summer of 2017, she completed an intensive intermediate Spanish language course, and in January 2019 she completed a course in advanced Spanish written communication.

In January 2018, Vickie attended Lorenzo de' Medici Florence, where she completed a course entitled “The Palaces of Florence.”

In fall 2019, she returned to Baruch to pursue a Master of Science in taxation. Her career aspiration is to become an attorney with a specialization in international taxation. She also wants to have a role in the disability rights community.
The Weissman Center for International Business (WCIB) offers Baruch students a wide range of programs at home and abroad that help them gain a global perspective through internationally focused internships, study abroad, work abroad, research projects, and co-curricular activities. Students have the opportunity to develop skills in analysis and problem solving, communications, teamwork, and leadership as they increase their global/intercultural fluency. All of our programs have an interdisciplinary focus and offer individual information and guidance to ensure the best possible fit for each student. The focus on information and guidance is particularly important in the area of international business, which is very broadly defined and touches on many functional academic areas. Students often need assistance as they identify the building blocks to career readiness that make most sense for them. The WCIB is a place where Baruch students can come to learn about international opportunities that are suited to their individual goals and needs. The Center’s international programs and individual advisement services help students step up, define themselves, and stand out in the job market as they pursue their degrees.

WCIB Student Programs: The Year in Numbers

281 Students studied abroad in 34 countries
80 Students completed internships at home and abroad
259 Students were awarded scholarships and fellowships
25 Students developed their leadership skills through the Global Student Certificate Program
138 Incoming exchange students studied at Baruch
600 Students attended the Mitsui USA Lunch-Time Forum Speaker Series, where high-level business executives shared their real-world experience
125 Students met with us for undergraduate and graduate international business curriculum advice
5 Students participated in the CSR-Sustainability Monitor Analyst Program
A key component of Baruch College’s mission is to provide students with access to excellent educational opportunities at an affordable price. In total for the 2018-2019 academic year, 71 percent of Baruch’s undergraduate students received some form of financial aid and only about 15 percent graduated with federal student loan debt. The College is committed to graduating students with limited or no debt and thus helping to launch them into successful careers with greater personal financial stability.

Consistent with Baruch’s historical mission, the Weissman Center for International Business is dedicated to raising and administering the distribution of scholarship and fellowship funds that help Baruch undergraduate and graduate students defray tuition costs and extra costs associated with participating in valuable learning experiences such as study abroad and internships at home and abroad. The Center administers the following scholarship and fellowship programs.

<table>
<thead>
<tr>
<th>Scholarship/Fellowship</th>
<th>FY 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baruch Entrepreneurial Intern Fellowship</td>
<td>20</td>
</tr>
<tr>
<td>Carl Spielvogel ’56 MBA Scholarship</td>
<td>3</td>
</tr>
<tr>
<td>Charles H. Falk Memorial Scholarship</td>
<td>17</td>
</tr>
<tr>
<td>C.V. Starr International Experiential Learning Fellowship</td>
<td>21</td>
</tr>
<tr>
<td>Maurice R. &quot;Hank&quot; Greenberg Fellowship</td>
<td>5</td>
</tr>
<tr>
<td>Financial Women’s Association Study Abroad Scholarship</td>
<td>9</td>
</tr>
<tr>
<td>Harvey and Sheila Stone ‘41 Prize in International Marketing</td>
<td>5</td>
</tr>
<tr>
<td>Hugh Lamle Scholarship</td>
<td>8</td>
</tr>
<tr>
<td>Irwin Fromme Scholarship</td>
<td>5</td>
</tr>
<tr>
<td>Mitsui USA Foundation MS Marketing/International Business Scholarship</td>
<td>4</td>
</tr>
<tr>
<td>Mitsui USA Foundation Full-Time MBA Scholarship</td>
<td>2</td>
</tr>
<tr>
<td>MUFG Entrepreneurship Scholarship</td>
<td>17</td>
</tr>
<tr>
<td>C.V. Starr Study Abroad Fellowship Program</td>
<td>127</td>
</tr>
<tr>
<td>Model United Nations Club Fellowship</td>
<td>15</td>
</tr>
<tr>
<td>Colin Powell Fellowship in International Diplomacy</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>259</strong></td>
</tr>
</tbody>
</table>
Launched in summer 2012, the Baruch Entrepreneurial Intern Fellowship Program is administered jointly by the Weissman Center for International Business and the Lawrence N. Field Center for Entrepreneurship and is supported by a generous grant from Baruch alumnus Ronald Heller (’67).

The program, which focuses on the entrepreneurial spirit of the ever-growing global marketplace, provides stipends to undergraduate students at Baruch who are completing an unpaid internship at a start-up. Also offered are supplemental activities, including group meetings, where the students share insights and feedback about their companies and the obstacles they face in order to enhance the learning outcome of the internship.

Summer 2018 (10 Fellows)

<table>
<thead>
<tr>
<th>Student</th>
<th>Degree, Graduation Semester &amp; Year</th>
<th>Company</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saul Esses</td>
<td>BBA / Finance / Fall 2018</td>
<td>Flashtrend, LLC</td>
<td>Software Engineer Intern</td>
</tr>
<tr>
<td>Saira Mencia</td>
<td>BBA / Operations Management / Fall 2017</td>
<td>Spadét</td>
<td>Business Management Assistant Intern</td>
</tr>
<tr>
<td>Jin Ju Min</td>
<td>BBA / Digital Marketing / Spring 2019</td>
<td>Karmakhameleon</td>
<td>Marketing Intern</td>
</tr>
<tr>
<td>Jacqueline Munoz</td>
<td>BA / Corporate Communication / Spring 2018</td>
<td>Wellacopia</td>
<td>Media Marketing Intern</td>
</tr>
<tr>
<td>Natalie Murawski</td>
<td>BA / Mathematics / Spring 2018</td>
<td>The Wall Street Boot Camp</td>
<td>Analyst</td>
</tr>
<tr>
<td>Chengzhen Qu</td>
<td>BBA / Computer Info Systems / Spring 2018</td>
<td>Champolu</td>
<td>Game Developer</td>
</tr>
<tr>
<td>Rehmat Sakrani</td>
<td>BBA / Marketing Management / Spring 2020</td>
<td>Smart Screen Technology</td>
<td>Marketing Research Intern</td>
</tr>
<tr>
<td>Sanchit Sharma</td>
<td>BBA / Finance / Spring 2019</td>
<td>Gebni</td>
<td>Sales and Operations Intern</td>
</tr>
<tr>
<td>Nancy Tadrous</td>
<td>BA / Financial Mathematics / Spring 2018</td>
<td>Birch Swing Capital</td>
<td>Business Development Intern</td>
</tr>
<tr>
<td>Cong Yang (Jackson)  You</td>
<td>BBA / Marketing / Entrepreneurship / Spring 2019</td>
<td>Not Your Average PB &amp; J</td>
<td>Intern</td>
</tr>
</tbody>
</table>

Fall 2018 (5 Fellows)

<table>
<thead>
<tr>
<th>Student</th>
<th>Degree, Graduation Semester &amp; Year</th>
<th>Company</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alejandro Canon-Sandoval</td>
<td>BBA / Entrepreneurship / Spring 2019</td>
<td>Tangible Creative</td>
<td>Marketing Intern</td>
</tr>
<tr>
<td>Anton Chamkin</td>
<td>BBA / Finance and Investments / Fall 2017</td>
<td>Richie Invest</td>
<td>Financial Assistant</td>
</tr>
<tr>
<td>Nudrat Kadir</td>
<td>BBA / Marketing Management / Spring 2019</td>
<td>DreamItReel</td>
<td>Marketing Intern</td>
</tr>
<tr>
<td>Fernando Liu Zheng</td>
<td>BBA / Marketing Management / Fall 2017</td>
<td>Spadét</td>
<td>Spadét Marketing Intern</td>
</tr>
<tr>
<td>Kunal Nekiwala</td>
<td>BBA / Mgmt. / Entrepreneurship / Spring 2018</td>
<td>GD Colors Inc.</td>
<td>Sales Intern</td>
</tr>
</tbody>
</table>

Spring 2019 (5 Fellows)

<table>
<thead>
<tr>
<th>Student</th>
<th>Degree, Graduation Semester &amp; Year</th>
<th>Company</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janeece Felton</td>
<td>BA / Business Communication (Corporate Communication) / Summer 2018</td>
<td>Ivanzi</td>
<td>Marketing Intern / Brand Communicator</td>
</tr>
<tr>
<td>Davide Frignani</td>
<td>BA / Business Communication (Corporate Communication) / Spring 2018</td>
<td>Remedient Biomed Tech</td>
<td>Intern</td>
</tr>
<tr>
<td>Leudy (Leo) Lugo</td>
<td>BBA / Finance / Spring 2018</td>
<td>Team JMC</td>
<td>Junior Analyst</td>
</tr>
<tr>
<td>Dante Novoa</td>
<td>BBA / Accounting / Spring 2020</td>
<td>The Pantheon</td>
<td>General Intern</td>
</tr>
<tr>
<td>Amaninder Pawar</td>
<td>BBA / Finance / Spring 2021</td>
<td>Bull Street LLC</td>
<td>Business Development Intern</td>
</tr>
</tbody>
</table>
What an Actuarial Science Major Is Saying
About the Entrepreneurial Fellowship Program

“This semester I had the pleasure to work as a Fellowship Program Assistant at the Weissman Center for International Business, under the guidance of the Associate Director, Justine Kharnak. My main objective was assisting Justine in coordinating the Baruch Entrepreneurial Intern Fellowship Program for the Spring 2019 semester. I learned a great deal about all the details that go into coordinating and directing a program. There were many different factors that went into planning as well as people we had to communicate with. It was fascinating being a part of so many moving pieces and being responsible for them.”

Chanel Cummings,
BA – Actuarial Science, Spring 2019

Hugh Lamle Scholarship

Jean-Sebastien Surena, 2019 Salutatorian
and Hugh Lamle Scholarship Recipient

Jean graduated with a Bachelor of Business Administration in computer information systems from the Zicklin School of Business and a minor in theater from the Weissman School of Arts and Sciences.

As a student, Jean received several scholarship awards, including the Hugh Lamle Scholarship.

In reflecting on his experience at Baruch, Jean acknowledged the “support system” he developed, which included a group of friends, supervisors, and professors who were “always willing to help me with advice and guidance that worked for me.”

Throughout his time at Baruch, Jean displayed leadership skills and lent support to numerous clubs and organizations. He was involved in the Undergraduate Student Government Arts Committee, and was head editor of Pre-Recorded Friday Nights of Baruch.

In August 2019 Jean began a full-time position as a technology advisor at Ernst & Young, a multinational professional services firm.

DONOR
Hugh Lamle MBA ’70 is President of M.D. Sass Investors Services, an investment management company that he has been with since 1974. He received a BA in Political Science and Economics from Queens College and an MBA. in Finance and Investments from Baruch. He is a member of the Baruch College Advisory Council of the Weissman Center for International Business.

SCHOLARSHIP DESCRIPTION
For students majoring in Finance and Investments, Mathematics, or Information Systems with a demonstrated financial need. For students in their junior or senior year. Scholarship is renewable if demonstrated financial need exists. Candidates are selected by the Weissman Center for International Business.

AWARD
Eight students. $1,000 per student

2018-2019 Recipients
1. Ilma Aziz, Finance Major
2. Siham Benzirar, Finance Major
3. Frandy Cruz, Finance Major
4. Darius Iglesias, Finance Major
5. Alba Olivero Finance Major
6. Mariia Sargan, Finance Major
7. Jean-Sebastien Surena, Computer Information Systems Major
8. Ruchi Vaidya, Computer Information Systems Major
GLOBAL STUDENT CERTIFICATE PROGRAM

Strengthening Student Engagement & International Awareness

Baruch’s Global Strategic Plan of 2013-2018 aimed to enhance the global outreach and connectivity across the campus. The Global Strategic Plan highlighted the importance of efforts to strengthen student engagement in the global community, such as the WCIB’s Global Student Certificate program (GSC), designed to train a new generation of business leaders to excel in an increasingly globalized world. Undergraduates in all three schools can earn the interdisciplinary, co-curricular Global Certificate.

The GSC accepted 25 students in the 2018-2019 academic year. With 12 majors represented, including from each of the three schools, and with 18 languages reported, the diversity in this year’s GSC class was impressive and contributed to its creativity.

A smaller but still quite powerful program, we incorporated international current events into the curriculum and focused on Brexit. We heard from a researcher in European Union affairs for a primer on the issues surrounding a potential Brexit and were able to better contextualize what we were reading from media. We kept abreast of developments through the tumultuous year and analyzed them from a cross-cultural perspective. As has now become tradition, we visited the UN for a tour of the complex and a talk on the structure and functions of the UN, and we visited the Uransenke Chanoyu House for a demonstration of the Japanese way of tea.

THE GLOBAL STUDENT CERTIFICATE AT A GLANCE

The Global Student Certificate has three pillars

<table>
<thead>
<tr>
<th>Pillar 1 EVENTS</th>
<th>Pillar 2 RESEARCH</th>
<th>Pillar 3 PORTFOLIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>➤ 5 core on-campus seminars</td>
<td>➤ Small-group research on the business culture of a country of the students’ choice</td>
<td>➤ Small-group reflection papers from nine events</td>
</tr>
<tr>
<td>➤ 4 NYC Cultural Events</td>
<td>➤ Group oral presentation on the results of the research</td>
<td>➤ Intercultural resume, highlighting international and intercultural experience</td>
</tr>
<tr>
<td>➤ Multicultural Team Building</td>
<td>➤ Map quizzes NEW this year!</td>
<td></td>
</tr>
<tr>
<td>➤ What Is Globalization?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➤ Introduction to Intercultural Awareness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➤ Global Governance Series (comprised of UN tour or Integration/Disintegration: The EU and Brexit)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➤ Cross-Cultural Negotiating</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5 CORE ON-CAMPUS SEMINARS

GSC Awards 2018-2019

<table>
<thead>
<tr>
<th>Name of Award</th>
<th>2019 Awardees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Writing</td>
<td>Komin Saikawa</td>
</tr>
<tr>
<td>Most Dedicated</td>
<td>Sebastiàn Rodriguez</td>
</tr>
<tr>
<td>Best Group Presentation</td>
<td>Nigeria team</td>
</tr>
<tr>
<td>Best Understanding of Program Goals</td>
<td>Samantha Strachan</td>
</tr>
<tr>
<td>Most Outstanding Student</td>
<td>Roberta Bueno</td>
</tr>
</tbody>
</table>
Tonight was the third time I went to Japan Society for a GSC cultural event. After I got back home I did some research online and visited their web page. I found out Japan Society is offering summer internships that related to what I am learning right now. Without a second thought, I applied to all of the internships that related to my field of studies. The next day, I got a reply from the hiring manager asking me to go for an interview. The following day, I got an offer from Japan Society.

Guang Yue Tan
(BBA in International Business, expected May 2020)
Innovative New International Business Degree Programs for Undergraduate & Graduate Students Make the Dream Work

The Weissman Center for International Business and the Allen G. Aaronson Department of Marketing and International Business are working together to provide students with high-quality value-added academic programs in International Business. The Center takes the lead on fundraising to support these initiatives, with a particular focus on increasing the financial affordability of these programs by raising scholarship funds. The Center also provides staffing to provide student advisement and other support services that make the experience more student-friendly. In addition, the Center helps connect in-classroom learning to real-world business experience with internships, specialized study abroad programs, practicums, mentors, and presentations.

BBA IN INTERNATIONAL BUSINESS AT A GLANCE

Baruch students who graduate from this program will:

- Have taken a comprehensive set of international business courses
- Have spent a semester studying or working abroad
- Be proficient in a foreign language
- Have gained specific functional business skills by minoring in either finance or marketing
- Had the experience of developing international business plans for an actual business
- Have met the requirements of a Baruch BBA degree

Undergraduate IB Alumni: Where Are They Now?

Yang Lin
BBA IB Spring 2015, marketing and Chinese minor

Yang Lin has been the Head of Talent Acquisition, Governance and Performance at BlackRock for the last two years. While at Baruch, Yang studied abroad in Copenhagen, Denmark, and was a recipient of the C.V. Starr Study Abroad Fellowship. She also participated in the Global Student Certificate program and several honors societies, and was a scholar of both Macaulay Honors and Zicklin Undergraduate Honors programs.

Jessica Arias
BBA IB Spring 2019, finance and French minor

Jessica Arias is among 75 Americans selected to complete a yearlong fellowship through the Congress Bundestag Youth Exchange (CBYX) for Young Professionals program. She will spend a year taking German classes and working in a German company. According to Arias, this CBYX fellowship will be beneficial for her career goals because Germany is “the most economically and politically influential member of the European Union with a government that provides ease for foreign direct investment.”

Karen Lugo
BBA IB Spring 2019, finance and law minor

Karen Lugo is an Investment Banking Controller with Jefferies, a global investment banking firm. Karen studied in Madrid, Spain, during her time as an IB major at Baruch and worked as an internship coordinator at the Weissman Center for over two years.
The International Business undergraduate major distinguishes itself at Baruch by its high degree of interdisciplinary collaboration, its rigor, and its capacity to prepare students to thrive in the global workplace. The students that graduate from this program are some of the most well-rounded students because they have likely lived in a foreign country, know a foreign language, have worked on international projects, have become an expert in a functional business area, and have met all the business and liberal arts requirements of a Baruch BBA degree.

Accomplishments and Highlights for 2018-2019

➢ This year, the major continued to encourage students to study abroad for a semester, with 34 out of the 42 active students in the 2019 graduating cohort completing a semester abroad, and a further 1 student completing a summer internship abroad.

➢ The 2019 graduating cohort enrolled 45 students in the capstone practicum course to the major in spring 2019.

➢ The 2020 graduating cohort was created by admitting 31 students in fall 2018, and increasing that number by another 26 in spring 2019.

➢ Fifty students graduated from Baruch with the BBA in International Business during this time period. 12 in summer 2018, 14 in fall 2018, and 24 in spring 2019. Baruch graduated 40 students with a BBA in IB for each of the previous reporting years of 2016-17 and 2017-18, as well.

➢ The linguistic variation among participants is high. Students from the 2019 cohort passed language proficiency tests in 12 languages, and completed a minor in all 6 foreign languages offered as minor options at Baruch.

Foreign Language Proficiency Exam or Minor

- French
- Mandarin
- Spanish
- Hebrew
- Swedish
- Bengali
- Albanian
- Arabic
- Portuguese
- Serbian
- Japanese
- Georgian

Staff and Faculty Participants

Sarah Demetz, Assistant Director of Global Student Certificate, International Business and Work Abroad Coordinator

Professor Andreas Grein, Faculty Director

Professor Clifford Wymbs, Program Advisor
The ALAC International award for best student team presentation in the spring 2019 practicum course went to the team that worked on the project for SULA NYC. SULA is a natural products company based in Forest Hills, NY. SULA specializes in sustainable, natural cosmetics enriched with argan oil for both body and face, home fragrances, and organic extra virgin culinary argan oil sourced from Morocco. The brand has an existing presence in spas, specialty stores, and resorts predominantly in the US, but exports to Japan, Suriname, and the Netherlands.

When tasked with this project, the team was responsible for four deliverables on which they compiled research for SULA’s potential market entry into India. These deliverables were:
1. Exploring feasibility and potential success of export market for India
2. Identifying distribution options
3. Identifying potential partners and networks
4. Marketing and how to develop presence

Throughout the project, the team was tasked with identifying the best way to achieve success. They were to assess the competition, and provide final recommendations.

The award was based on the following criteria:
The team’s proficiency in understanding the requirements of an external client.
The team’s proficiency in designing and justifying a feasible solution for the project.
The team’s proficiency in applying analysis to support the project requirements.
The team’s proficiency in communication in a presentation at the end of the semester.

International Business Majors Receive Scholarship Support to Help Cover Tuition

Charles H. Falk Memorial Scholarship

Scholarship Description
To provide a scholarship to support a student(s) studying international business broadly defined. The recipient shall be eligible to continue to receive the scholarship based on academic performance and maintenance of full-time status.

Award
$1,000 per student

International Business Majors Receiving the Falk Scholarship
1. Jessica Arias
2. Ryan Cox
3. Ana Curiel
4. Johan Hildingsson
5. Ian Hinojosa
6. Tredesha Howard
7. Anikia Islam
8. Anne Veronique Jean
9. Dana Vave
10. Jessica Nieves
11. Lawrence Orech
12. Jelica Rupar
13. Komin Saikawa
14. Arian Sher

Irwin Fromme Scholarship

Scholarship Description
To students with upper class standing who have achieved academic distinction and majoring in foreign trade, international marketing, or finance.

Award
$1,000 per student

International Business Majors Receiving the Fromme Scholarship
1. Simone Amar-Ouimet
2. Nathan Goldman
3. Ying “Mel” Huang
4. Ahmad Mohammad
5. Vitoria Waterkemper
Master of Science in Marketing with International Business Concentration

In today’s global economy, marketing professionals must understand and anticipate the opportunities available throughout the world and incorporate them into their business marketing strategies. A graduate degree in Marketing with a concentration in International Business provides students with the skills to design and implement an organization’s global marketing strategy. For example, students learn how culture, differences in consumer behavior, trade policies, and logistics influence business.

Launched in 2016, the program combines academic resources of the Aaronson Marketing and International Business Department with programmatic support of the Weissman Center for International Business to create a unique and highly student-focused learning environment.

Students who wish to complete the concentration take 30 credits. Classes are offered in the evening and on weekends. Average completion rate for full-time students is 1.5 years, and 2 years for working professionals. The program offers Mitsui USA Foundation scholarships, a dedicated program liaison who provides individual student support for the entirety of the program, and mentors with relevant senior-level experience. Students have the option to study abroad in Lyon, France, during the January intersession and funding support is provided to help cover travel costs.

The following Weissman Center Advisory Council members serve as mentors:

- Robert J. Aquilina, Executive Vice President, Estee Lauder International, Inc.
- Cleve S. Langton, Chief Partnership Officer, Brodeur Partners Worldwide
- Barry F. Schwartz, Executive Vice Chairman, MacAndrews and Forbes Incorporated

Mitsui USA Scholarship Recipients
Academic Year 2018-2019

1. Shambhavi Rai
2. Areeba Qazi
3. Meng Lin
4. Iuliia (Julia) Zolotarenko
Baruch Students Are Going Places

Look Who’s Studying Abroad

The Study Abroad Program supported 281 students participating in international study programs

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>2</td>
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<tr>
<td>Australia</td>
<td>14</td>
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<td>Brazil</td>
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<td>Chile</td>
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<td>China (HK SAR)</td>
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<tr>
<td>China (PRC)</td>
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<td>Denmark</td>
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<tr>
<td>Dominican Republic</td>
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<tr>
<td>Ecuador</td>
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<tr>
<td>France</td>
<td>35</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Ghana</td>
<td>1</td>
</tr>
<tr>
<td>Greece</td>
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<tr>
<td>Israel</td>
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<tr>
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<td>Japan</td>
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<td>Jordan</td>
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<td>Malaysia</td>
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<tr>
<td>Mexico</td>
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<td>Netherlands</td>
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<td>New Zealand</td>
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<tr>
<td>Romania</td>
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<tr>
<td>Senegal</td>
<td>1</td>
</tr>
<tr>
<td>South Africa</td>
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<td>South Korea</td>
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<td>Spain</td>
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<tr>
<td>Thailand</td>
<td>2</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8</td>
</tr>
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</table>

Total Number of Students: 281

# of Different Countries: 34
Look Who’s Working Abroad
The Work Abroad Program supported 41 students participating in international experiential programs:

Work Abroad Destinations
Academic Year 2018-2019

<table>
<thead>
<tr>
<th>Country</th>
<th>City</th>
<th>Number of Students</th>
</tr>
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<tbody>
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<td>San Pedro</td>
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<tr>
<td>Brazil</td>
<td>Florianopolis</td>
<td>1</td>
</tr>
<tr>
<td>China</td>
<td>Zhengzhou, Xiamen, Shanghai, Hong Kong</td>
<td>9</td>
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<tr>
<td>Denmark</td>
<td>Copenhagen</td>
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<tr>
<td>France</td>
<td>Paris</td>
<td>1</td>
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<tr>
<td>Greece</td>
<td>Thessaloniki</td>
<td>1</td>
</tr>
<tr>
<td>Israel</td>
<td>Tel Aviv, Jerusalem</td>
<td>2</td>
</tr>
<tr>
<td>Peru</td>
<td>Lima</td>
<td>2</td>
</tr>
<tr>
<td>Poland</td>
<td>Warsaw</td>
<td>1</td>
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<td>South Korea</td>
<td>Seoul</td>
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<tr>
<td>Spain</td>
<td>Madrid</td>
<td>3</td>
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<tr>
<td>Thailand</td>
<td>Sawasdee</td>
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<tr>
<td>UK</td>
<td>Manchester</td>
<td>1</td>
</tr>
<tr>
<td>Canada*</td>
<td>Montreal</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total Number of Students</strong></td>
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<td>41</td>
</tr>
<tr>
<td><strong># of Different Countries</strong></td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

*Baruch Model United Nations Club
The Study Abroad Office aims to provide Baruch students with opportunities to study abroad on programs that combine disciplinary learning in a student’s major and minor subjects with engagement in and with the local culture. Offering cost-effective programs that aim to maximize cultural immersion, during the academic year 2018-2019 the Study Abroad Office was able to help 281 students study abroad in over 34 different countries. The percentage of students taking advantage of longer-term study abroad opportunities—especially exchange programs—continues to increase.

Moreover, students in the undergraduate International Business major in the Zicklin School of Business are able to integrate a semester-long study abroad experience into their undergraduate studies, again serving as the model of “curriculum integration” for Baruch College as a whole. Curriculum integration means making study abroad a part of the college experience of students in all majors, by working with departments to identify institutions of higher education abroad whose curricula can be most easily aligned with Baruch major and minor departments. While to date the undergraduate International Business major alone has achieved this level of integration, we continue to work with departments on this longer-term project.

## STUDY ABROAD AT A GLANCE

### PROGRAMS

Baruch students may study abroad on any approved program that is academically challenging and that promotes engagement with the local culture. There are different ways to distinguish study abroad programs, but for convenience we have grouped them up by program type—the program’s administrative structure, what tuition is charged to participants and to which institution it is paid, the level of student support services the program offers, etc.—and by duration of program.

#### Types of Programs

- **Exchanges**
  Exchange programs are based upon signed agreements between Baruch and its partner universities abroad. If you participate in an exchange, you will study for one or two semesters as a visiting student at one of our partner universities.

- **Direct Enrollments**
  In this type of study abroad experience, students enroll as a visiting student directly in a university or other institution of higher education abroad whose curricula can be most easily aligned with Baruch major and minor departments. While to date the undergraduate International Business major alone has achieved this level of integration, we continue to work with departments on this longer-term project.

- **Sponsored Study Abroad**
  These programs offer Baruch students an opportunity to study in many locations in which Baruch or CUNY does not have an exchange program, and allows students to study in a country in whose language they are not fluent.

#### Duration of Programs

- **Semester Programs**
  Semester programs span either the spring or fall.

- **Summer Programs**
  Summer programs vary in length and can take place at varying times during the summer. Most are 4-6 weeks in duration and offer an intensive and focused international experience.

- **Winter Programs**
  Winter programs are usually 3-4 weeks in length. The programs for the winter are usually available on the website by early September.
Baruch College students may apply to study for a semester or year as an exchange student at any one of our partner universities. Exchange programs are based upon signed agreements between Baruch and its partner universities abroad. If students participate in an exchange, they study for one or two semesters. With some exceptions, they will study alongside regular degree candidates at the host institution. All our partners, even those whose language of instruction is not English, offer a number of classes in English. The system is based on reciprocity. Thus, students pay their normal tuition and fees to the Baruch bursar. This money then pays for the education of exchange students studying at Baruch. Students may use their financial aid to study abroad at one of our exchange partners.

Several agreements extend beyond student exchange to include student internships as well as faculty activities such as collaborative research. These global academic programs are marked below. You can find a detailed description of our teaching and research collaboration with Southwestern University of Finance and Economics in China on page 29. This is one of our most comprehensive global academic programs. The Weissman Center has been instrumental in the establishment and coordination of the program.

### Baruch College International Exchange Partners

<table>
<thead>
<tr>
<th>Partner Institution</th>
<th>Region</th>
<th>Country</th>
<th>Type(s)</th>
<th>Open to:</th>
<th>G</th>
</tr>
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<tr>
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<td>Asia</td>
<td>China</td>
<td>Study Abroad/Student Exchange</td>
<td>•</td>
<td></td>
</tr>
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<td>Peking University National School of Development</td>
<td>Asia</td>
<td>China</td>
<td>Study Abroad/Student Exchange</td>
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<td></td>
</tr>
<tr>
<td>Southwestern University of Finance &amp; Economics*</td>
<td>Asia</td>
<td>China</td>
<td>Study Abroad/Student Exchange; Activity - Events, Publications, Collaborative Research</td>
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<td></td>
</tr>
<tr>
<td>University of International Business &amp; Economics</td>
<td>Asia</td>
<td>China</td>
<td>Study Abroad/Student Exchange</td>
<td>• •</td>
<td></td>
</tr>
<tr>
<td>Yonsei University</td>
<td>Asia</td>
<td>South Korea</td>
<td>Study Abroad/Student Exchange</td>
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<td></td>
</tr>
<tr>
<td>Sungkyunkwan University*</td>
<td>Asia</td>
<td>South Korea</td>
<td>Study Abroad/Student Exchange; Events, Faculty Exchange; Faculty Activity - Pedagogical Dev.</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Waseda University</td>
<td>Asia</td>
<td>Japan</td>
<td>Study Abroad/Student Exchange</td>
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<tr>
<td>Singapore Management University</td>
<td>Asia</td>
<td>Singapore</td>
<td>Study Abroad/Student Exchange</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Indian Institute of Management Calcutta</td>
<td>Asia</td>
<td>India</td>
<td>Study Abroad/Student Exchange</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Indian Institute of Management Indore</td>
<td>Asia</td>
<td>India</td>
<td>Study Abroad/Student Exchange</td>
<td>•</td>
<td></td>
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<tr>
<td>Bilkent University</td>
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<td>Turkey</td>
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<tr>
<td>Koç University</td>
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<td>Turkey</td>
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<tr>
<td>Vienna Technical University</td>
<td>Europe</td>
<td>Austria</td>
<td>Study Abroad/Student Exchange</td>
<td>• •</td>
<td></td>
</tr>
<tr>
<td>Vienna University of Economics and Business</td>
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<td>Austria</td>
<td>Study Abroad/Student Exchange</td>
<td>• •</td>
<td></td>
</tr>
<tr>
<td>Ghent University*</td>
<td>Europe</td>
<td>Belgium</td>
<td>Study Abroad/Student Exchange; Faculty Activity - Events</td>
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<td></td>
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<td>Copenhagen Business School</td>
<td>Europe</td>
<td>Denmark</td>
<td>Study Abroad/Student Exchange</td>
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<td></td>
</tr>
<tr>
<td>Paris-Dauphine University</td>
<td>Europe</td>
<td>France</td>
<td>Study Abroad/Student Exchange</td>
<td>• •</td>
<td></td>
</tr>
<tr>
<td>Jean Moulin University*</td>
<td>Europe</td>
<td>France</td>
<td>Study Abroad/Student Exchange; Faculty Activity - Events</td>
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<td></td>
</tr>
<tr>
<td>Berlin School of Economics and Law*</td>
<td>Europe</td>
<td>Germany</td>
<td>Study Abroad/Student Exchange; Faculty Activity - Events</td>
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<tr>
<td>Leipzig Graduate School of Management</td>
<td>Europe</td>
<td>Germany</td>
<td>Study Abroad/Student Exchange</td>
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<td>Amsterdam University of Applied Sciences</td>
<td>Europe</td>
<td>Netherlands</td>
<td>Study Abroad/Student Exchange</td>
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<td>University of Amsterdam</td>
<td>Europe</td>
<td>Netherlands</td>
<td>Study Abroad/Student Exchange</td>
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<td></td>
</tr>
<tr>
<td>Universidad Carlos III de Madrid*</td>
<td>Europe</td>
<td>Spain</td>
<td>Study Abroad/Student Exchange; Faculty Activity - Events</td>
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<td>Stockholm School of Business</td>
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<td>Sweden</td>
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<td>Universidad Iberoamericana</td>
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<td>Dominican Republic</td>
<td>Study Abroad/Student Exchange</td>
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<td></td>
</tr>
<tr>
<td>Insper Instituto de Ensino e Pesquisa (Brazil)</td>
<td>The Americas</td>
<td>Brazil</td>
<td>Study Abroad/Student Exchange</td>
<td>• •</td>
<td></td>
</tr>
</tbody>
</table>
In 2018-2019, the number and percentage of Baruch students participating in semester-long programs continued to increase, mainly by studying abroad on Baruch’s exchange programs. Over 30 Baruch students spent a semester or more at Universidad Carlos III de Madrid, our most popular destination, while more than 10 participated in the exchange with University of Paris-Dauphine.

Baruch MS and MBA students again participated in the January 2019 “International Business Policies and Perspectives in Europe” program in cooperation with the School of Management (Institut d’Administration des Entreprises, or IAE) of Jean Moulin University in Lyon, France. This program, which was developed with the Dean of the IAE, offers students an immersive experience seldom seen in a short-term study abroad program. This past January our students studied the prospects of doing business in Europe after Brexit, as well as European and international marketing strategies.

The Baruch College Study Abroad Fairs, held in September 2018 and in February 2019, each attracted more than 300 Baruch students. At the fairs, tables are set up to promote each of our exchange programs. Students from our exchange partner universities who are studying at Baruch join Baruch study abroad “veterans” who have studied at the partner university to provide visitors to the Study Abroad Fair with detailed information about the institution, the city, and the country, helping Baruch students determine their preferred exchange destination.

**GETTING TO KNOW THE STUDY ABROAD OFFICE**

The Study Abroad Office interacts with dozens of faculty members, especially chairs of departments or their designated representatives, primarily regarding the processing of course equivalencies for study abroad. The Study Abroad Office also cooperates with other CUNY colleges and some independent Study Abroad program sponsors for its Study Abroad Fairs. The Study Abroad Office also collaborates closely with the WCIB-based International Business major.

The Study Abroad Office works with many offices on campus, including:

- Bursar’s Office
- International Student Service Center
- Office of Alumni Relations
- Office of Financial Aid Services
- Registrar’s Office

**Baruch Recipients of Fellowships & Scholarships for Study Abroad**

**Baruch College Fellowships & Scholarships**

- **The C.V. Starr Study Abroad Fellowship** (funded by the Starr Foundation):
  - 127 fellowships awarded to Baruch undergraduate and graduate students.

- **The Financial Women’s Association Study Abroad Scholarship**:
  - 9 scholarships awarded to Baruch undergraduate students.

**CUNY Scholarships**

- **Chancellor’s Global Scholarship (CGS) for Study Abroad**:
  - 22 scholarships awarded to Baruch undergraduate students

**National Scholarships**

- **The U.S. Department of State’s Benjamin Al Gilman International Scholarship**:
  - 12 scholarships awarded to Baruch undergraduate students.

- **The Freeman Foundation’s Freeman Awards for Study in Asia**:
  - 5 scholarships awarded to Baruch undergraduate students.

**Staff Participants**

- Dr. Richard Mitten
  - Director of Study Abroad
- Christopher Tingue
  - Associate Director of Study Abroad
- Dina Luu Van Lang
  - Assistant Director of Study Abroad
- Payal Dhanda
- Anne-Véronique Jean
- Xena Sally Joseph
- Kerissa Lashley

**Study Abroad Assistants, FY 2019**

Weissman Center for International Business  18  Zicklin School of Business, Baruch College/CUNY
Everyone I talked to was thrilled to learn that I was studying abroad in Tokyo—except for my family and me! During my first year at Baruch, when I learned about our exchange with the City University of Hong Kong, I told my parents about it. They immediately began making plans for me to visit relatives in China in three years’ time. Excitement all around.

Yet I had chosen to minor in Japanese, and by the time I applied to study abroad, I had been learning Japanese for two years. It turned out that Baruch had just recently established an exchange program with Waseda University, one of Japan’s leading universities. Despite my preference for Hong Kong, I found that I was being pushed towards Tokyo because of my Japanese minor. The Director of Study Abroad was resolute on recommending me for the Waseda exchange, seeing this as a rare opportunity for me to improve my Japanese by actually using it outside of the classroom. I reluctantly agreed, but was not happy about it. I was frustrated that my dreams for studying abroad in Hong Kong had not come true.

What I had never expected was that I would love Tokyo. I never expected to find my new best friends within the first few weeks in Japan. I never expected for Nishiwaseda Waseda International Student House to become my second home, where my friends and the managers at the dorm became my family. I never expected that four months would come to an end so quickly, and that I would wish that I was on a full-year exchange instead of just a semester.

I had cried on the flight to Japan, unhappy that I was not on my way to Hong Kong. I cried all the way back from Tokyo, too, but these were tears of sadness, for I was leaving the place I had come to love. As the Director of Study Abroad predicted, while in Tokyo I was able to markedly improve my spoken Japanese by using it in daily life. I became confident in using Japanese, no matter how bad or broken it was at first. I learned from my mistakes, both cultural and grammatical. Those unfortunate enough to have to decipher my Japanese were patient in trying to understand what my poorly worded thoughts meant.
Incoming Exchange Students

During academic year 2018-2019, 138 students from our partner universities attended Baruch on exchange. As the host university, Baruch is responsible for providing support to incoming exchange students through Baruch’s International Student Service Center. The Study Abroad Office provides the following additional support services:

- Liaison with Baruch offices and home institution
- Orientation sessions
- Exchange student events such as annual Thanksgiving dinner
- NYC Marathon Volunteers
- Study Abroad Fair Ambassador Program
- Grants for participation in One To World student events

Incoming Exchange Students, Academic Year 2018-2019

<table>
<thead>
<tr>
<th>Country</th>
<th>Home University</th>
<th>Fall 2018</th>
<th>Spring 2019</th>
<th>FY 2019</th>
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<td>Xiamen University</td>
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<tr>
<td>Denmark</td>
<td>Copenhagen Business School</td>
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<td>Universidad Iberoametica (UNIBE)</td>
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<td>France</td>
<td>Jean Moulin University Lyon 3</td>
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<td>3</td>
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<tr>
<td>France</td>
<td>University of Paris through CUNY New York-Paris Exchange</td>
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<td>0</td>
<td>1</td>
</tr>
<tr>
<td>France</td>
<td>Paris-Dauphine University</td>
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<td>20</td>
</tr>
<tr>
<td>Germany</td>
<td>Berlin School of Economics and Law</td>
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<tr>
<td>India</td>
<td>Indian Institute of Management Calcutta</td>
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<tr>
<td>India</td>
<td>Indian Institute of Management Indore</td>
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<td>Italy</td>
<td>CUNY Italy Exchange</td>
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<td>Waseda University</td>
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<td>Amsterdam University of Applied Sciences</td>
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<td>2</td>
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<td>University of Amsterdam</td>
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<td>Singapore</td>
<td>Singapore Management University</td>
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<tr>
<td>South Korea</td>
<td>Yonsei University</td>
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<tr>
<td>Total</td>
<td></td>
<td>67</td>
<td>71</td>
<td>138</td>
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</tbody>
</table>

Blue indicates the top two countries for incoming exchange students (France and Spain)
Hello Dina.

This is Shiho, an exchange student from Fall 2018 to Spring 2019. I had a great time at Baruch and really enjoyed the programs offered by One To World. I recommend them to others.

Here are some of the One To World activities I participated in:

1. In October, I had the opportunity to participate in a conference for students held at West Point Military Academy. I strongly recommend this to students who major in political science or international relations since they get to interact with key individuals from both U.S. military and U.S. government, as well as students from across the U.S.

2. Naval Academy Foreign Affairs Conference. In April, I was selected as a delegate of the Naval Academy Foreign Affairs Conference held at the United States Naval Academy.

3. I spent my Thanksgiving holiday surrounded by an American host family. The mother was half Native American and the father was originally Amish, but chose to live in the modern lifestyle when he was 19. It was a unique opportunity for me to learn about the different aspects of the United States, interacting with people I would never know staying in New York.

4. In February, I was chosen as a delegate to the Harvard Project for Asian and International Relations conference.

5. Teaching high school students in the Bronx was one of the most rewarding experiences for me in New York. While teaching Japanese as a school subject, I tried to teach the students the importance of having an interest in the outside world. A few days ago, one of the students I taught texted me that he would apply to Baruch College and study Japanese. The news made me very happy.

6. I volunteered once a week. It was an opportunity for me to get to know people outside of Baruch and also meet the people who help tackle the problems of New York City.

Finally, I must thank you for supporting me and making my exchange year a huge success. Studying at Baruch College was one of the best things that happened in my life. The experience of being a part of its diverse student body allowed me to rethink my perspectives, and build a global network of friends.

Have a great summer and please take care.

Best Regards,
Shiho Hichiwa
Baruch’s Work Abroad program provides a variety of opportunities for students to gain professional skills at the same time as increasing their cultural knowledge. Students intern or volunteer abroad for a minimum of 4 weeks up to a semester, thereby ensuring a certain level of engagement with the host culture. Because of the variety of programs offered, students may choose programs which allow them to be more independent, or programs that offer greater supervision to guide students through the international living process and gain maturity as well as practical business experience.

Sarah Demetz, Assistant Director of Global Student Certificate, International Business and Work Abroad Coordinator

Accomplishments and Highlights for 2018-2019

In the summer of 2018, Baruch expanded its Baruch-sponsored programs beyond China to Paris, with an opportunity to intern at a media planning company in the near Paris suburbs. One student participated in this inaugural program, an International Business major and Finance minor. We hope to repeat this program in successive years and build on its success.

We also continued our long-standing China programs at the Zhengzhou Commodity Exchange and in Xiamen, China, where students worked at the ITG Group, a state-owned management services company. The students who worked at the Zhengzhou Commodity Exchange participated in an extended reflection session upon reentry that resulted in a video commentary on their experience.

Donors

C.V. Starr Experiential Learning Fellowships are supported by the Starr Foundation. These fellowships defray the expenses of doing an internship abroad.

Maurice R. "Hank" Greenberg Fellowships are supported by a special gift from the Starr Foundation. These fellowships are awarded to certain students participating on a Baruch-sponsored internship and defray expenses of doing an internship abroad and supplement with an additional stipend.

The Baruch College Model UN Team

The Baruch College Model UN team participated in the 2019 National Model UN Competition in New York City, April 14-18, 2019, representing Serbia. The Baruch team joined 5,000+ university students, more than half from outside the United States, to discuss current global issues in a real-world context.

The Baruch team won an Honorable Mention Delegation Award. In addition, Pablo Fuentes Rodriguez, an International Business major on the team, received an individual award for his Position Paper in the UNESCO committee.

The Baruch Model UN Club also participated in the McGill University Competition in Montreal, Canada and took home an award for Baruch.

The Weissman Center for International Business provided financial support to help cover the costs of participation.
What Students Are Saying about Their Work Abroad Experience

Agata Poniatowski
Education Outreach Coordinator
Agata is a New York City transplant from Long Island. After an internship in Sri Lanka, where she worked with a water resource management NGO in the national rainforest, Agata chose to study Sustainable Development and Natural Resource Management as her major in the CUNY Baccalaureate for Unique and Interdisciplinary Studies Program. Agata began her work at Billion Oyster Project as a summer fellow. Now she works with the education team as the Education Outreach Coordinator. In her non-oyster hours, Agata has a pottery studio with her mother where she teaches ceramics classes and sells her pots.

Agata Poniatowski is a Baruch graduate, who interned with AIESEC in Sri Lanka in summer 2015, and also studied abroad in Bhutan in Fall 2017. She is now working for the Billion Oyster Project. The project’s mission is to restore oyster reefs to New York Harbor through public education initiatives.

Agata is featured as a crew member on the Billion Oyster Project in a story on the project website. https://billionoysterproject.org/about/our-team/

Anne-Véronique Jean
BBA International Business and Finance minor, May 2019
Interned at MediaCom Paris (Summer 2018)

“I interned for three months at the MediaCom HQ. At the HQ level, there is a lot of coordination required, especially with pursuing a career in International Business. I have come to realize that I cannot stand behind the idea that there are right/wrong ways of conducting business. It is crucial to stay open-minded and adapt to the environment.”

Xiaotang Huang
MBA Accounting/Finance, May 2019
Interned at ITG Group (Summer 2018)

“Working at Xiamen ITG Group as a Finance Intern was a valuable and memorable experience. I plan on a career in China after graduation, therefore an internship there was appealing to me. The Xiamen Program exposed me to the Chinese work atmosphere and provided a career network in China.”

Francely Flores
Baruch Public Affairs (expected June 2021)

Francely was volunteering/teaching English with AIESEC in Lima, Perú. Francely went on to be an intern with Butterflies in New Delhi, India. Butterflies is a registered voluntary organization working with the most vulnerable groups of children, especially street and street-connected children.

Agata is featured as a crew member on the Billion Oyster Project in a story on the project website. https://billionoysterproject.org/about/our-team/
The Weissman Center offers a variety of internships located in New York City. The program is designed to help students define their goals and access opportunities that prepare them for careers in the global economy. For example, the program engages students in a conversation about their internship experience. Students consider the international aspects of the organization, their work and possible career path within the organization, and the global dynamics of the sector and industry. Students also have the opportunity to share their experiences and learn from their peers.

Students can augment their internship experience by attending events such as the Mitsui USA Lunch-Time Forum series, where they hear presentations by leaders in international business. Students learn about business strategy from top-level practitioners. They also get the opportunity to model presentation skills and network.

The associate director also focuses on providing guidance to students participating in international programs. This includes:

- Helping students studying and working abroad communicate the value of their international experience to an employer in their resumes, cover letters, and interviews;
- Advising incoming exchange students from abroad and students in the joint Baruch-SWUFE undergraduate program on how to look for an internship in the U.S.; and
- Providing individual resume review and job search tips for undergraduate and graduate students studying international business.

### Student Appointments by Semester

<table>
<thead>
<tr>
<th>Semester / Dates</th>
<th># of Appointments</th>
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<tbody>
<tr>
<td>Summer 2018 Semester</td>
<td>34</td>
</tr>
<tr>
<td>Fall 2018 Semester</td>
<td>108</td>
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<tr>
<td>Spring 2019 Semester</td>
<td>141</td>
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<tr>
<td><strong>FY 2018 Total Appointments</strong></td>
<td><strong>283</strong></td>
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</table>

### New York City Internships by Semester

<table>
<thead>
<tr>
<th></th>
<th>Summer 2018</th>
<th>Fall 2019</th>
<th>Spring 2019</th>
</tr>
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<tbody>
<tr>
<td>Companies</td>
<td>41</td>
<td>35</td>
<td>36</td>
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<tr>
<td>Opportunities</td>
<td>53</td>
<td>40</td>
<td>39</td>
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<tr>
<td>Resumes Sent</td>
<td>437</td>
<td>240</td>
<td>224</td>
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<tr>
<td>Placements</td>
<td>19</td>
<td>13 and 1 full-time hire</td>
<td>22</td>
</tr>
</tbody>
</table>

### An Internship Leads to a Full-Time Position

My name is Vivian Xu, and I have a degree in International Marketing from Baruch College. Through the Weissman Center’s internship program, I was able to land an internship with the company Den of Geek working 15 hours a week from Spring 2018 to October 2019. The company is an entertainment news site that publishes two exclusive magazines every year for the two major comic conventions in the United States - San Diego Comic Con and New York Comic Con.

I attended these conventions and was in charge of distributing magazines to the attendees. At the San Diego Comic Con, I worked with the PR team to manage a Den of Geek event for invited guests. My internship at Den of Geek was definitely very enjoyable as I did learn a lot more about the marketing working in an industry that I have a great interest in.

Upon completing the internship, the company offered me a full-time position. My job title is Sales and Marketing Coordinator. I really want to thank the Weissman Center, and especially Justine Kharnak, for helping me find an internship. If I had not heard about the program from a classmate and seen the program fliers, I know that I would have had a lot more difficulty getting job experience and landing my first full-time position upon graduation.
The Mitsui USA Foundation provides funding to support six lunch-time forums each academic year. C-suite-level business people are speakers in the series and share their experience and perspective with students, staff, and faculty. The event is typically held in the College’s premier conference space, the Newman Conference Center, located on the 7th floor of the Newman Library, and draws a full house of approximately 90-100 attendees for each event. This is the longest-running series for students at Baruch College.

The speaker provides the learning content and the Mitsui Foundation helps pay for sandwiches and sodas for the students attending this lunch-time event. Again this year, as part of a new partnership project with the Mitsui USA Foundation to support the Ronald McDonald House, the Weissman Center led an effort to collect pop tabs at Baruch. One initiative was to encourage students who are attending the Mitsui USA Lunch-Time series to donate the pop tabs from the sodas served at the event.

The following events were held in the fall semester 2018:

- Kevin Sellers, Chief Marketing Officer, Avnet, Inc.  
  *How the Digital Revolution Changed Everything – For Brands and For You*

- Stephen Cummings, CEO for the Americas, MUFG Bank, Ltd.,  
  *Running a Very Large Financial Institution: Challenges and Opportunities*

- Robert Lowenthal, Senior Managing Director, Oppenheimer & Co., Inc.  
  *The Future of Investment Banking and Wealth Management - Still the Career of Choice?*

The following events were held in the spring semester 2019:

- Roger Ferguson, President and CEO of TIAA  
  *Managing a Trillion-Dollar Startup*

- Evan Harvey, Global Head of Sustainability, Nasdaq  
  *Sustainable Investing: Is it Sustainable?*

- Tony Langham, Chief Executive, Lansons  
  *Reputation Management: Why It Matters to You*
The purpose of the CSR-Sustainability Monitor is to analyze the scope and quality of non-financial reports from the world’s largest companies. In this, we support the mission of the Weissman Center for International Business by providing data on global corporate disclosure both for academic research purposes and for the public at large, as well as offering a truly unique learning opportunity for the Baruch students who work with us as analysts.

Our 2018-2019 objectives were to publish the report of our 2019 Edition and update our website to include the newest set of data, score the next set of reports to be used in the 2020 Edition of the Monitor, expand our collaboration efforts and make connections with external groups, and support the research efforts of our principals.


- Our report features new information based on all 324 companies from the Global 500 that published reports. It includes an overview of our project for new readers, a closer look at the world and trends of CSR reporting, and some specific examples of how our data could be used by any interested party looking to analyze, for example, regional or industry-focused data.

- Concurrently, our website was redesigned to provide a cleaner user experience with regard to searching all three published editions of our data. Our goal was to make it as easy and simple as possible for anyone interested in our project to be able to find and compare company scores directly against competitors, or to regional or industry medians.

Published pharmaceutical industry CSR reporting paper coauthored by Mert Demir and Maung K. Min (Penn State University, Lehigh Valley). The paper aims to highlight sustainability efforts and their disclosures among pharmaceutical companies that have been under the spotlight for drug pricing policies. Specifically, it looks at the reporting trends across the world’s 15 largest pharmaceutical companies on material CSR/sustainability topics. The authors analyzed the similarities and differences across companies in their reporting on the material sustainability topics as identified by the Sustainability Accounting Standards Board (SASB) and highlighted considerable variations across these companies in their disclosures.

PRESENTATIONS & TALKS

Baruch classes, presentation of CSR-S Monitor project
➤ We gave two lectures to different MGT 9200 classes, one each in the Fall and Spring semesters. We consistently find these presentations are a great way to connect with students at Baruch who are interested in CSR and to show them some practical applications for what they are learning, and one of the places we recruit for the Analyst Program.

Baruch College Office of Alumni Relations and Volunteer Engagement
➤ In June 2019 we presented our project to a group of approximately 35 Baruch alumni/students at an event hosted by the Baruch College Office of Alumni Relations. This event was a great success, as indicated by turnout and a highly engaged audience, and led to multiple candidates for the Analyst Program and collaboration opportunities.

➤ Integrated Reporting Paper coauthored by Mert Demir and Maung K. Min (Penn State University, Lehigh Valley) was presented at the 2018 Corporate Responsibility Research Conference (CRRC) at University of Leeds, UK, on September 12-13, 2018.

➤ CSR Materiality paper coauthored by Mert Demir, Maung K. Min (Penn State University, Lehigh Valley), and Louis Coppola (Governance & Accountability Institute) was presented at the annual Business Research Consortium (BRC) conference in May 2019 at Seneca College, Toronto, Canada.

➤ CSR and legal environment working paper entitled “Corporate Transparency and Firm Value: Evidence from Corporate Social Responsibility Reporting,” coauthored by Mert Demir, Terrence Martell, and Mehmet Ozbilgin, a Professor of Accounting at Baruch College, was presented at the 2018 AAA Annual Meetings in Washington DC, in August 2018.

COLLABORATION EFFORTS:
➤ Jared Peifer is using our CSR-S Monitor data as part of his own research into semantic analysis of Chair’s Messages. For a number of years now our team has given a guest lecture for Professor Peifer’s classes, and we were happy to share our data with him for his work.

➤ An ongoing collaboration with Costanza Consolandi (University of Siena, Italy) and Robert Eccles (University of Oxford, UK) is underway, with the goal of mapping and analyzing CSR-S Monitor data against the United Nations Sustainable Development Goals. The SDGs, though originally developed for state actors, are also being adapted by companies for the use of communicating on important issues with their stakeholders.

➤ Terrence Martell, Lene Skou, and Mert Demir are co-writing a white paper with Gresham and TIAA on sustainable investing in US commodity futures markets. The paper will be the first of its kind that investigates the fit between sustainable investing and commodity derivatives, with a particular lens on certain agricultural commodities, and lists potential opportunities and limitations for responsible investors.

➤ We became interested in working with artificial intelligence as an evolution of the project, to see if, and to what extent, part of our project could be scaled up using machine learning, and have been exploring collaboration opportunities to that effect.

JOURNAL & CONFERENCE SUBMISSIONS
➤ CSR Materiality paper coauthored by Mert Demir, Maung K. Min (Penn State University, Lehigh Valley), and Louis Coppola (Governance & Accountability Institute) was submitted to the 2019 Corporate Responsibility Research Conference to be held at the University of Tampere, Finland, and was accepted for a presentation at the conference in September.

COMPANY/INDUSTRY ENGAGEMENT
➤ This year we made a presentation to IBM regarding our findings in the CSR-S Monitor. We also separately met with representatives from KPMG, Nestlé, and the Young Global Leadership Foundation to discuss our project and potential collaborative efforts.

SOCIAL MEDIA OUTREACH
➤ Along with the rest of the Weissman Center, the CSR-S Monitor project has stepped up social media engagement. Our posts have covered areas such as the history of our project as well as an outline of our methodology, a closer look into a number of our Contextual Elements, a look at top companies and what made their reports so compelling, the pros and cons of integrated reporting practices, and even an analysis of the benefits of Baruch College’s 4-day week summer policy.
Weissman Center for International Business Faculty Seminar Series

The Weissman Center International Business Seminar Series seeks to expose faculty from across Baruch College to state-of-the-art research in international business and offers opportunities for direct engagement with leading international business scholars from around the world. Speakers in the series represent some of the world's best business schools and academic institutions.

The series is deliberately interdisciplinary in terms of its thematic coverage, reflecting the interdisciplinary nature of international business that focuses on the international aspects of all business disciplines. Hence, both speakers and attendees originate in various disciplines with a shared interest in international business.

In addition to hosting outside speakers, the series also serves as a forum for Baruch faculty to present their international business related research with the view towards facilitating international business research and boosting Baruch's reputation in this area. Introduced in 2004, the series has featured 10-15 seminars each year.

Professor Lilac Nachum is the coordinator of the WCIB Faculty Seminar series, identifying speakers and papers. She is a professor in the Aaronson Department of Marketing and International Business, where she teaches and conducts research on multinational corporations and international competition, particularly as it affects companies in knowledge-intensive, professional services industries.

Professor Nachum was inducted as a Fellow of the Academy of International Business (AIB) in 2019. AIB is the world's largest association of international business scholars, with more than 3,600 members from 96 countries around the world.

### Fall 2018 Seminars

- **Myrto Kalouptsidi**
  Department of Economics, Harvard University

- **John Luiz**
  Sussex and Cape Town Universities, *Investment in Africa*

- **Ran Abramitzky**
  Stanford University, *Immigration in the US*

- **Asli Leblebicioglu**
  The Marxe School of Public and International Affairs, Baruch College, *Impact of Globalization on Labor: The Case of India*

- **Bi-juan Zhang**
  Marketing/IB Dept., Baruch College

### Spring 2019 Seminars

- **David Yermack**
  Professor of Finance, NYU Stern School of Business, *FinTech in Sub-Saharan Africa*

- **Ivan Abramitzky**
  Dept. of Political Science, Rutgers University; Fellow, Princeton University Center for Globalization and Governance, *Political Connections, Corruption and Foreign Direct Investment*

- **William Milberg**
  Dean and Professor of Economics, The New School, *Intellectual Monopoly in Global Value Chains*

- **Naomi Gardberg and Lin Xiao**
  Management Dept., Baruch College, *Entry Timing in a Fragmented Industry*

- **Lilac Nachum**, Baruch College

  - **Chris Ogbechie**, Lagos Business School, *Environmental Scarcity, Capability Development, and the Competition between Local and Foreign Banks in Nigeria*
## Teaching and Research Collaboration with Southwestern University of Finance and Economics (SWUFE) in Chengdu, China

The Weissman Center has been instrumental in the establishment and coordination of the Baruch-SWUFE Accounting and Management Joint Teaching and Research Consortium. Launched in Fall 2009 to facilitate accounting research and learning between the two schools, the consortium promotes faculty exchanges as well as exchanges of PhD students and undergraduates.

The consortium includes two joint undergraduate degree programs. The Baruch-SWUFE 2+2 project is a transfer program where SWUFE students study for two years at SWUFE and then transfer to Baruch, where they complete the final two years towards a Baruch degree.

The Baruch-SWUFE 3+1 is a separately registered program with the Ministry of Education in China. Baruch/SWUFE students spend three years at SWUFE and complete their accounting major at Baruch. The first class of Baruch-SWUFE 3+1 students graduated in June 2019.

The Weissman Center director continues to take a leadership role on the management committee establishing policy for the 3+1 program. Moreover, the Center continues to sponsor the annual SWUFE-Baruch research symposium. In 2019, the joint conference was held in New York City. The conference agenda is featured on page 30.

### SWUFE AT A GLANCE

Southwestern University of Finance and Economics is a top university specialized in finance, economics, and business. It is known for its entrepreneurial character and community involvement through academics, research, and the widespread influence of its alumni. SWUFE is located in Chengdu, the engine city for development of western China and the fourth-largest aviation hub in China.

**SWUFE is ranked:**
- Top 3 in Finance/Business-oriented universities in China
- 6th in terms of Applied Economics in discipline ranking by Ministry of Education
- 12th in terms of Management in discipline ranking by Ministry of Education
- 13th in terms of Theoretical Economics in discipline ranking by Ministry of Education

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<td>Undergraduate students ..........................16,000+</td>
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<tr>
<td></td>
<td></td>
<td>Graduate &amp; professional students .................8,000+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total ..................................................................24,000+</td>
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</table>

Source: [https://e.swufe.edu.cn/ABOUT.htm](https://e.swufe.edu.cn/ABOUT.htm)
The Weissman Center continues to sponsor the annual SWUFE-Baruch research symposium.

This year, the joint conference was held in Chengdu, China.

The conference featured papers by faculty from Baruch College and SWUFE.
The Baruch College Strategic Plan 2018-2023 addresses both internal and external contexts and stakeholders. We work in partnership with external constituencies in the private and public sectors to prepare our students for employment and public engagement upon graduation. We develop information resources tailored to practitioners of international business with a particular focus on understanding the international linkages of New York City. We partner with the Division of Continuing and Professional Studies to bring resources to students.

The Center continues to be active in the business community, both locally and abroad. In addition to being chairman of ICE Clear US, Dr. Martell also serves on several nonprofit boards that provide support to small businesses locally.

Dr. Martell is a member of the New York District Export Council and serves on the executive board of the Manhattan Chamber of Commerce. Dr. Martell also works internationally sharing his expertise in the area of commodity futures markets to help commodity-dependent developing countries gain from commodity trade and production.

The networks and projects we develop through these activities are the source of many benefits to our students. They provide real-world case assignments for undergraduate and graduate business consulting courses, and instructors for our courses in international trade operations. Students connect with professionals in international business, network, and access up-to-date industry expertise. Students also find mentors and access scholarships.

NYCdata

NYCdata is proud to provide an open access data website with a roadmap to New York City, one of the most dynamic cities in the world.

The website supplies a range of different data users, from NYC Council members to incoming exchange students, with access to a wealth of information about the city. The many incoming exchange students that come to Baruch each semester get an introduction to NYCdata at their first orientation session on campus so they have easy-to-navigate information at the fingertips.

The focus of NYCdata’s efforts during the academic year was to improve website accessibility and usability for Baruch students and other visitors with disabilities. NYCdata continued to add new content to the website and kept existing content up-to-date. To make the process for updating larger tables easier, NYCdata created a database for some of our larger tables, which allows us to transfer the data to the website without breaking the design of the web page.

NYCdata also continued to spread awareness of the website by demonstrating it at the Weissman Center for International Business World Trade Week event. NYCdata continued to promote website content using Facebook and Twitter.

NYCdata is working to learn more about its users so we can better tailor our content to visitors’ needs. To accomplish this, NYCdata developed and initiated a pop-up survey for website users to start gathering relevant information. Through the survey, we will collect visitors’ emails if they choose to provide them. Although we already reach our visitors via social media, we want to increase our communication with our visitors who would prefer to receive their information via email or newsletters.
COMMUNITY ENGAGEMENT

WCIB Occasional Paper Series

During academic year 2019, three papers were published in the WCIB Occasional Paper Series. The series is designed to share research about issues of interest to the international business community in the New York region. The series welcomes papers that explore how developments in public affairs, the sciences, and the arts interact with the world of business. Authors include Baruch faculty as well as practitioners.

FALL 2018 - SPRING 2019

John Casey, No. 19 Fall 2019, *The Internationalization of the Nonprofit Sector, Part II: International Nonprofits*

John Casey, No. 18 Spring 2019, *The Internationalization of the Nonprofit Sector, Part I: The Internationalization of Domestic Nonprofits*

Patrick C. Reed, No. 17 Spring 2019, *Human Rights Litigation Against Corporations After Jesner v. Arab Bank*

International Trade Programs

The International Trade Programs offered by Baruch College's Division of Continuing and Professional Studies (CAPS) in partnership with the Weissman Center for International Business faced some headwinds in FY 2019. Enrollments peaked in FY 2017 at 351 after many years of steady increase. During the reporting period enrollment fell to 262, reflecting an overall slowdown in enrollment in CAPS programs. We are reviewing our course offerings and targeting our outreach to connect to students in the tri-state area and internationally to increase participation.

World Trade Week NYC 2019

The Weissman Center for International Business welcomed the World Trade Week NYC 2019 International Trade Awards Breakfast to Baruch College on May 13, 2019. Baruch College hosts the annual International Trade Awards Breakfast and welcomes 260 guests to what has become one of the leading international trade events in the metropolitan region.

WTWNYC is a committee of the New York District Export Council. The committee works with more than 40 partner organizations including federal, state, and city agencies, consulates, chambers of commerce, trade associations, bilateral chambers of commerce, and others to educate small businesses about opportunities to access global markets.
The Center receives support from three different sources. University support is funded by New York State and student tuition (tax levy funds). These funds cover the salaries of five full-time professionals in the Center and the Center’s rent. The Baruch College Fund (BCF) is where money raised from donations from foundations and individuals is deposited. It covers the majority of our operating budget.

The Center has approximately $16,000,000 in BCF funds, the vast majority of which is in endowment funds. The Starr Foundation and the Weissman Family Foundation are the largest contributors to the endowment. We also receive generous annual operating support from the Mitsui USA foundation and the Falconwood Foundation.

In addition, we receive significant annual support from individuals on the Advisory Council. The third source of funds is the Designated Funds Group and represents income earned from some of the Center’s activities.

The year 2019 was very challenging from a fiscal point of view. As the year began, significant budget cuts were announced. While the Center was fortunate to have reserves that allowed us some flexibility, we saw a 33 percent reduction in head count across the Center’s different programs. This reduction had an impact on Center activities during the year. We decided to concentrate our attention on maintaining technology capabilities, student services, and the core of our research team.

### Weissman Center Operating Expenditures FY 2019*

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<tr>
<th>Student Services</th>
<th>Subtotal Expenditure for Student Services</th>
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<tbody>
<tr>
<td>Study Abroad</td>
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<tr>
<td>International Internship Program</td>
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<tr>
<td>Global Student Certificate</td>
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<tr>
<td>Student Scholarships, Fellowships, and Grants</td>
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<td>Undergraduate and Graduate International Business Curriculum</td>
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<td>Weissman Center–Sponsored Student Club Activities</td>
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<td>Speaker Series</td>
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<tr>
<td><strong>Subtotal Expenditure for Student Services</strong></td>
<td><strong>634,908.56</strong></td>
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<table>
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<tr>
<th>Academic Support Services</th>
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</tr>
<tr>
<td>International Business Faculty Seminar Series</td>
<td>4,621.39</td>
</tr>
<tr>
<td>Corporate Social Responsibility - Sustainability Monitor Research Project</td>
<td>120,460.27</td>
</tr>
<tr>
<td>Mitsui USA Practitioners-in-Academia Fellowship</td>
<td>3,000.00</td>
</tr>
<tr>
<td><strong>Subtotal Expenditure for Academic Support Services</strong></td>
<td><strong>138,124.84</strong></td>
</tr>
</tbody>
</table>

| Business and Professional Programs            | 29,380.02                                         |

| Administration and Fundraising                | **73,753.82**                                    |

| Total Expenditures                            | **876,167.24**                                   |

| Expenditures for Student Services as a Percentage of Total Expenditures | 72%                                               |

| Expenditures for Scholarships, Fellowships, and Grants as a Percentage of Total Expenditures | 48%                                               |

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*This report includes WCIB operating expenditures allocated to the Baruch College Fund. Expenditures do not reflect the salary expenditures for the Deputy Director, the Associate Director, the Administrative Coordinator, the Study Abroad Director, and the Associate Director for Study Abroad. These positions are tax levy-funded.
People at the Weissman Center

Terrence F. Martell, PhD
Saxe Distinguished Professor of Finance
Center Director

Lene Skou
Deputy Director

Justine Kharnak
Associate Director

Ruthy Gascot
Administrative Coordinator

Rihua Lin
Senior Accounting Coordinator

Vitaly Berdyakov
IT Coordinator

Richard Mitten, PhD
Director of Study Abroad

Christopher Tingue
Associate Director of Study Abroad

Dina Luu Van Lang
Assistant Director of Study Abroad

Sarah Demetz
Assistant Director of Global Student Certificate, International Business and Work Abroad Coordinator

Prakash Sethi, PhD
University Distinguished Professor
Director of the CSR-Sustainability Monitor Research Project

Mert Demir, PhD
CSR-Sustainability Monitor Research Director

Alex Schwarz
CSR-Sustainability Monitor Research Project Lead Analyst

Eugene Spruck
Director of NYCdata Project

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Weissman Center for International Business
Baruch College/CUNY
One Bernard Baruch Way, Box J-0810
New York, New York 10010
http://zicklin.baruch.cuny.edu/centers/weissman
(646) 312-2070

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