



New Paltz  
STATE UNIVERSITY OF NEW YORK

SCHOOL OF  
**BUSINESS**

Sustainable Earth  
Assets =  
Accounts  
Sales  
 $A = L + SE$

Product  
Facebook  
Snapchat  
Instagram  
Twitter

# PICTURE YOURSELF HERE

ACCOUNTANT, MANAGEMENT  
CONSULTANT, FINANCIAL  
ANALYST, ACTUARY, CORPORATE  
ATTORNEY, PROFESSOR,  
HEALTHCARE ADMINISTRATOR. . .

DEVELOP THE SKILLS, INSIGHT AND  
PROFESSIONALISM NEEDED TO  
SUCCEED IN AN INCREASINGLY  
**GLOBAL ECONOMY.**

# AS AN AACSB ACCREDITED SCHOOL, WE ARE IN THE TOP 5% OF BUSINESS SCHOOLS AROUND THE WORLD.

(see page 18 for more details)

4+1

In just five years, students can satisfy the requirements for both a bachelor degree in business and an MBA! Please visit [newpaltz.edu/ugc/business/4plus1bs.html](http://newpaltz.edu/ugc/business/4plus1bs.html) for more information.

97%

Within 6 months after graduation, 97% of graduates are employed or in graduate school.



New business analytics major, and tracks such as food marketing, entrepreneurship and sustainability.



Kenneth Pasternak Trading Room with **Bloomberg Terminal** and stock trading software.

**Ken Pasternak '77** (Secondary Education: Social Studies), far right, takes SUNY New Paltz business students for a tour of a property managed by KABR Group, the alumnus's private equity real estate firm in Ridgely Park, New Jersey.



## ALL CLASSROOMS ARE HIGH-TECH WIRELESS ENVIRONMENTS

in the recently renovated van den Berg Hall, the historic campus building that serves as the home of the School of Business. Students and faculty collaborate in modern learning spaces designed to prepare future professionals for 21st century workplaces.”



## “THE PREFERRED BUSINESS SCHOOL OF THE HUDSON VALLEY,”

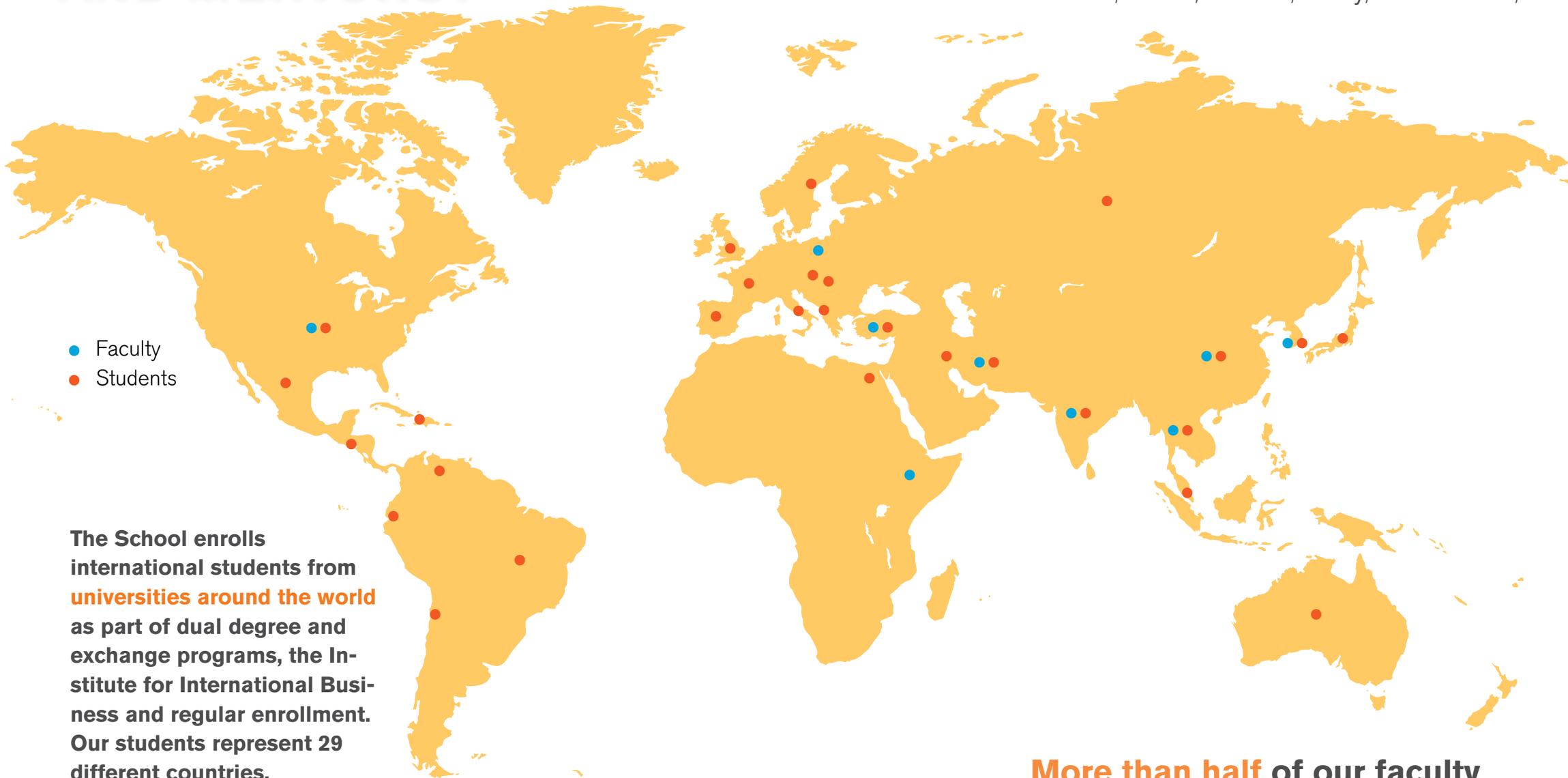
with exceptional faculty and commitment to student-centered learning inside and outside the classroom. Our programs prepare students to compete in rapidly-changing business environments, through exposure to multiple disciplines, career counseling with experienced advisers, and extensive internship and other applied-learning opportunities.”

Our students participate in the Global Engagement Program, a **United Nations seminar and internship experience** based in New York City.”

# DO YOU WANT TO COLLABORATE WITH A DIVERSE COMMUNITY OF GLOBAL SCHOLARS AND MENTORS?"

We attract students from around the corner and around the globe:

Albania, Australia, Brazil, Chile, China, Czech Republic, Ecuador, Egypt, El Salvador, England, Ethiopia, France, Haiti, India, Iran, Iraq, Italy, Japan, Korea, Malaysia, Mexico, Poland, Russia, Slovak, Spain, Sweden, Taiwan, Thailand, Turkey, United States, Venezuela, Vietnam



The School enrolls international students from **universities around the world** as part of dual degree and exchange programs, the Institute for International Business and regular enrollment. Our students represent 29 different countries.

**More than half** of our faculty members have lived and worked outside the U.S., in countries in Europe, Asia, Africa and the Americas.

# THE SCHOOL OF BUSINESS

PREPARES STUDENTS TO LEAD IN A DYNAMIC, INTERNATIONAL BUSINESS ENVIRONMENT. OUR FACULTY MEMBERS ARE KNOWN FOR

their commitment to teaching and for their engagement with the fields and industries they specialize in. Our students benefit from a strong liberal arts foundation, developing the array of skills that employers highly value.

We educate our students to be ethical professionals and leaders who can meet the demands of a changing global business environment. We are committed to the continuous advancement of our School and aspire to be the business resource hub of the Mid-Hudson Valley through our values of honesty, integrity, openness, cooperation, liberal arts tradition and service to students.

[www.newpaltz.edu/schoolofbusiness](http://www.newpaltz.edu/schoolofbusiness)

## MAJORS

**Accounting**  
**Business Analytics**  
**Finance**  
**General Business**  
**International Business**  
**Management**  
**Marketing**

## ACCREDITATION

New Paltz is regionally accredited by the Middle States Association Commission on Higher Education. This means that our students receive a world-class business education that provides the skills employers and alumni are telling us students need to succeed in today's ever-changing, global business environment.

## CONTACT

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e: [mba@newpaltz.edu](mailto:mba@newpaltz.edu)

**THE SCHOOL OF BUSINESS is proud to offer:**

- **A supportive community that fosters a high level of interaction among students, faculty and staff**
- **A rich array of leadership and professional development opportunities for students**
- **Personalized career support through our Career Resource Advisor**
- **Individualized academic advising services through our Center for Business Advising**
- **A network of alumni who have achieved outstanding careers in prestigious organizations around the world, and maintain close ties to our current faculty and staff.**

**BACHELOR OF SCIENCE (BS) IN:**  
ACCOUNTING  
BUSINESS ANALYTICS  
FINANCE  
GENERAL BUSINESS  
INTERNATIONAL BUSINESS  
MANAGEMENT  
MARKETING

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**MASTER OF BUSINESS ADMINISTRATION (MBA) IN PUBLIC ACCOUNTANCY**  
(150-credit Licensure-Qualifying Program)



**BS AND MBA IN ACCOUNTING**

[newpaltz.edu/schoolofbusiness/undergradprog.html](http://newpaltz.edu/schoolofbusiness/undergradprog.html)

Accounting information is essential for effective planning, control and decision-making by management, and for reporting on the activities of an organization to interested external parties such as investors, creditors, government agencies and taxing authorities. Accounting includes the development and analysis of data, the testing of its validity and relevance, and the interpretation and communication of the resulting information to users. The Bachelor of Science in Accounting program prepares students for accounting positions in industry, government and nonprofit organizations.



The School of Business faculty-student ratio of 15:1 results in small class sizes (36 students for undergraduate and 25 for MBA), providing opportunities for **individualized attention** and direct interaction between students and professors.



**van den Berg Hall** is home to our School of Business with smart classrooms and state-of-the-art technology. In addition to our **Bloomberg Trading Room**, the Hudson Valley Venture Hub is a dedicated high-tech space equipped to support our students and connect Hudson Valley entrepreneurs.

The MBA in Public Accountancy program prepares students for careers in public accounting, and consists of 36 credits of graduate study beyond the BS in Accounting at New Paltz or its equivalent. This program is registered with the NYS Education Department as meeting its 150-semester-hour education requirement for becoming a Certified Public Accountant (CPA).

### **BS IN BUSINESS ANALYTICS**

[newpaltz.edu/schoolofbusiness/businessanalytics/](http://newpaltz.edu/schoolofbusiness/businessanalytics/)

Data analysis in business is a rapidly growing field that combines knowledge of business, technology, critical thinking and strategic communication to harness the power of “Big Data” and inform executive decision making at the highest levels of industry.

The School of Business now offers a suite of Business Analytics courses, where students will work with industry-standard software (including R, Python and SAS) and other tools of analysis, including data mining, deep learning and artificial intelligence.

While most programs in Business Analytics exclusively serve graduate students, SUNY New Paltz has developed a model for introducing analytical tools and concepts at the undergraduate level, allowing students to learn these valuable skills much earlier in their careers.

### **BS IN FINANCE**

[newpaltz.edu/schoolofbusiness/undergradprog.html](http://newpaltz.edu/schoolofbusiness/undergradprog.html)

The field of finance is broad and dynamic, directly affecting every individual, business, organization and government. Finance focuses on the allocation of resources and

resource management, as well as financial markets and institutions.

The Bachelor of Science in Finance program provides an understanding of the financial decision making process and prepares students to apply their knowledge and skills in a competitive, global business environment. All finance courses apply accounting, economic analysis and quantitative methods in solving financial problems. The Finance program provides a foundation for a wide range of careers in corporate finance (managing cash, credit, capital and financial budgets) and financial services (banking, investing, real estate and insurance).

### **BS IN GENERAL BUSINESS**

[newpaltz.edu/schoolofbusiness/undergradprog.html](http://newpaltz.edu/schoolofbusiness/undergradprog.html)

General Business majors gain a broad base of knowledge needed to work in professions including careers in small business or entrepreneurship and management positions in healthcare, manufacturing, banking, real estate, investment, hospitality, retail sales, military-related enterprises and professional and service organizations. Students gain the skills needed to manage business operations, understand finance, marketing and sales, and utilize organizational theory in meeting business needs. Graduates can continue graduate study in business school or law school.

The Bachelor of Science in General Business program provides students with greater breadth and knowledge across multiple business-related disciplines and prepares students to thrive in a world of that increasingly demands cross-functional abilities. The program emphasizes the multiple roles of managers in organizations and is beneficial to managers in both small



and large organizations. **Students customize their program of study under the guidance of a faculty advisor based on their selection of elective courses, internships and independent studies.**

### **B.S. IN INTERNATIONAL BUSINESS**

[newpaltz.edu/schoolofbusiness/undergradprog.html](http://newpaltz.edu/schoolofbusiness/undergradprog.html)

One of the greatest challenges facing college graduates today is the need to succeed in a globally competitive environment. Meeting this challenge requires an understanding of the growing complexities of international competition, together with the ability to thrive in multicultural settings. The Bachelor of Science in International Business program responds to this need by teaching students to think globally about business issues.

**The program focuses on analysis of domestic and international business environments and related business practices and problems.**

It gives students a solid foundation in business core areas, international business, and international relations, as well as proficiency in a foreign language. Students gain a broad understanding of the economic, social and political world in which we live, as well as the macro- and micro-level business implications of working in a global environment.

### **B.S. IN MANAGEMENT**

[newpaltz.edu/schoolofbusiness/undergradprog.html](http://newpaltz.edu/schoolofbusiness/undergradprog.html)

Organizations require well-trained professional managers skilled in the broad areas of planning, organizing and leading. Our Bachelor of Science

in Management is designed to provide students with knowledge and skills required for organizational leadership, with the added opportunity to specialize in the fast growing fields of Entrepreneurship or Sustainability. Students choose from courses in areas including organizational behavior, human resource management, international business, entrepreneurship, sustainability, leadership and strategic management.

### **B.S. IN MARKETING**

[newpaltz.edu/schoolofbusiness/undergradprog.html](http://newpaltz.edu/schoolofbusiness/undergradprog.html)

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. Marketing also responds to the changing environment by meeting the ever-changing

needs and desires of consumers. In effect, marketing exists within the dynamic context of our social trends and cultural forces. Understanding these activities and their impact on consumers and businesses is a goal of the marketing professional.

**The Bachelor of Science in Marketing program introduces students to an innovative and stimulating discipline using dynamic learning techniques.**

Students develop a solid understanding of the marketing principles and concepts, then apply them using a variety of experiential learning activities. Students gain marketing fundamentals and focus on the management of marketing strategies and policies. Students interested in careers in food retail may choose the food marketing specialization within the marketing major.



The School of Business' **Hall of Fame** serves as a place where achievement is recognized, rewarded, and encouraged for those who have made significant contributions to their respective business professions. It also provides a significant positive impact on the educational activities of the School of Business.

## FACILITIES

School of Business classrooms, labs, faculty and staff offices, and shared meeting spaces are located van den Berg Hall (VH). VH features a finance lab with Bloomberg terminals and a computer lab with business and analytics software; a friendly and well-equipped student lounge; smart classrooms with state-of-the-art technological equipment; a wireless environment; and televisions displaying business news and School of Business events.

## DEDICATED FACULTY

Our talented faculty are experienced educators who have extensive expertise in diverse areas of specialization. They have terminal degrees and all remain current in their fields through intellectual contributions, teaching, service and practice. Excellence in teaching is strongly emphasized and all faculty members maintain a close working relationship with our students. The faculty work together with a committed and helpful administrative staff to provide a supportive, student-centered learning environment.

Please visit [newpaltz.edu/schoolofbusiness/faculty.html](http://newpaltz.edu/schoolofbusiness/faculty.html) for more information on our faculty.

## BEYOND THE CLASSROOM

### COMPETITIONS

The School of Business is home to the business plan competition, debate competition, and investment competition. Supported by our faculty and local businesses, these competitions provide students with valuable business experience

and the opportunity to show off their capabilities.

### HUDSON VALLEY VENTURE HUB

The Venture Hub is a platform and a place for entrepreneurs and students to interact and promote new, entrepreneurial business ventures. With a group of more than 100 external entrepreneurial support organization leaders, the Venture Hub sponsors networking events and mentors entrepreneurs from around the greater Hudson Valley region.

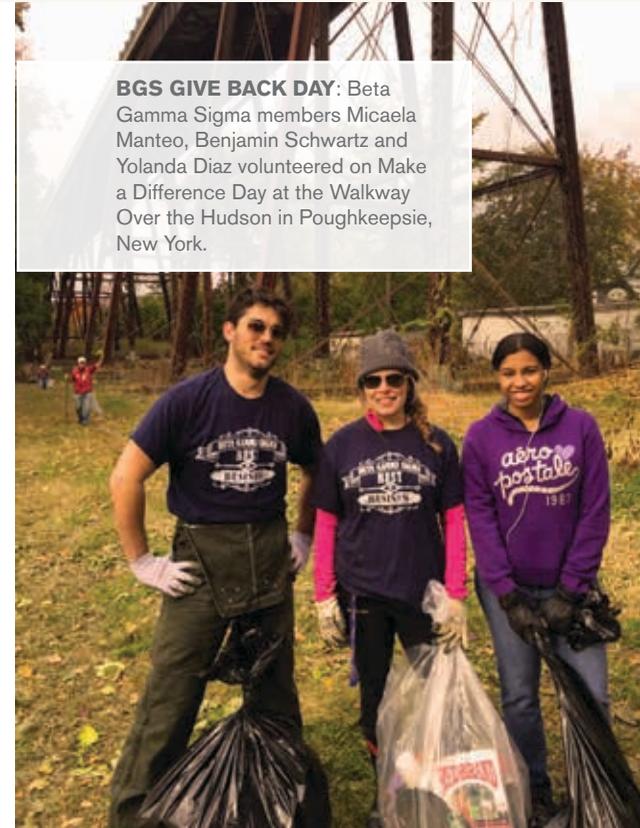
### STUDENT ASSOCIATIONS

Business student associations are a vital aspect of the School of Business, organizing networking events, company visits and guest lectures that enhance the classroom experience. Student association leaders gain important leadership and organizational skills that are directly transferable to their careers.

Please visit [newpaltz.edu/schoolofbusiness/about\\_studentorgs.html](http://newpaltz.edu/schoolofbusiness/about_studentorgs.html) for more information on the student associations.

### INTERNSHIPS

The School of Business requires students to gain practical experience prior to graduation. Internship experience is consistently ranked as the number one item employers look for when considering college graduates for a full-time position! Our students have interned at PWC, UBS Financial Services, Inc. and Google. Please visit [newpaltz.edu/schoolofbusiness/about\\_internships.html](http://newpaltz.edu/schoolofbusiness/about_internships.html) for more information on businesses including internships.



**BGS GIVE BACK DAY:** Beta Gamma Sigma members Micaela Manteo, Benjamin Schwartz and Yolanda Diaz volunteered on Make a Difference Day at the Walkway Over the Hudson in Poughkeepsie, New York.

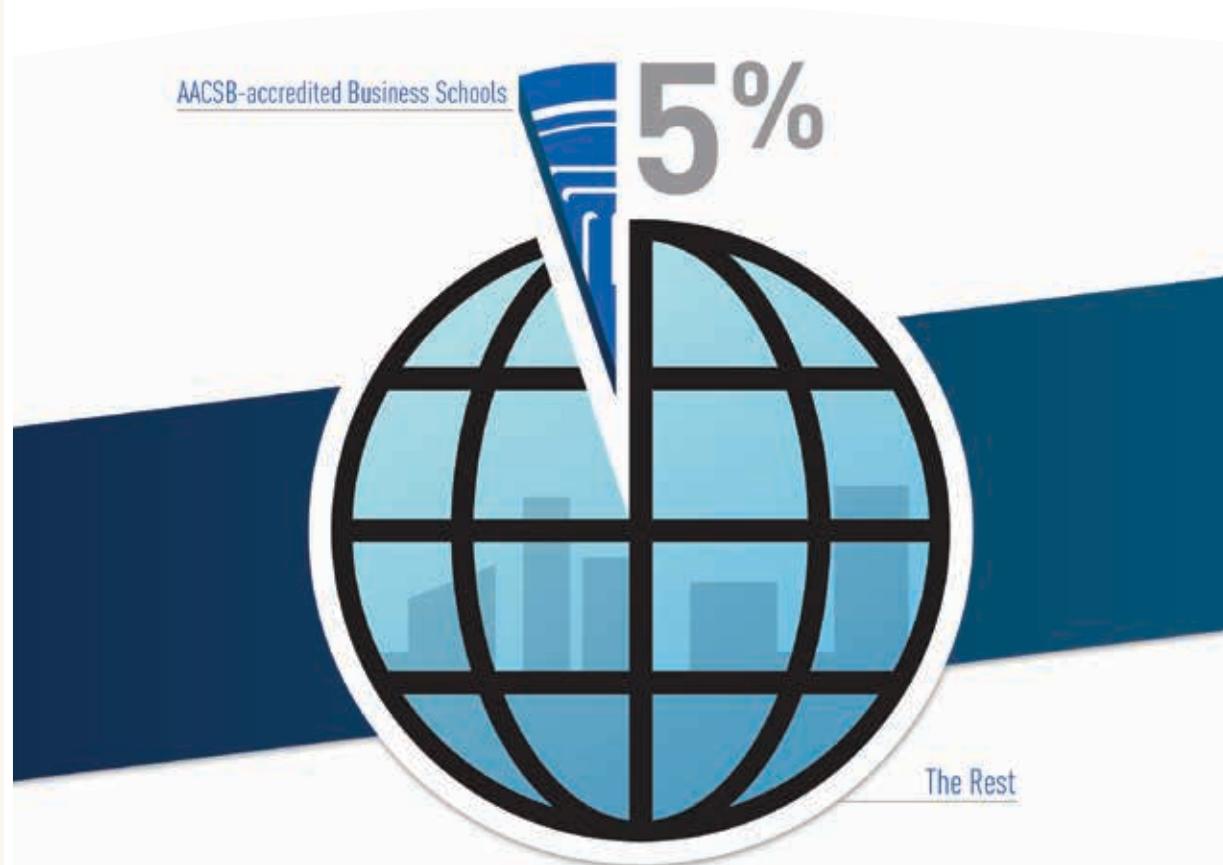


**PHILLIES BRIDGE FARM PROJECT:** Business students can get involved in a semester-long project at Phillies Bridge Farm in New Paltz, just a few minutes from campus. Students work as consultants for the farm, analyzing cost structure, operations and revenue streams, and devising recommendations to be presented to the farm's board of directors.



**DOING BUSINESS IN SPAIN:** School of Business students took part in a "Doing Business in Spain course". For one month, they took classes, visited private, public, and cooperative organizations, and engaged in cultural activities.

**WHAT DOES BEING AACSB-ACCREDITED MEAN TO YOU?  
IT MEANS ATTENDING A  
BUSINESS SCHOOL IN THE  
TOP 5% WORLDWIDE.**



**The State University of New York at New Paltz is proud to be among the best in business education.**

Preparing for a career in business requires choosing the best business school—one with top faculty, impactful research, driven students and the highest standards of quality. AACSB-accredited schools must meet very rigorous quality standards as proof they belong among the best in the business education worldwide. AACSB-accreditation means international recognition from top employers and other universities, more access to recruiters and graduates who earn more competitive salaries. Find out more about what AACSB accreditation means for you: [www.aacsb.edu/aacsb-accredited](http://www.aacsb.edu/aacsb-accredited)

**BETA GAMMA SIGMA  
HONOR SOCIETY**

Membership in Beta Gamma Sigma is the highest recognition a student can receive in a business program accredited by AACSB International. The Society's mission is to encourage and honor academic achievement, foster personal and professional excellence, advance the values of the Society, and to serve its lifelong members.

**CAREERS**

The School of Business has a Career Counselor dedicated to providing career counseling for business students three days a week. She is available to help students develop resumes and cover letters, locate internships or employment opportunities, perfect interviewing techniques and more.

Please visit [newpaltz.edu/schoolofbusiness/about\\_internships.html](http://newpaltz.edu/schoolofbusiness/about_internships.html) for more information.

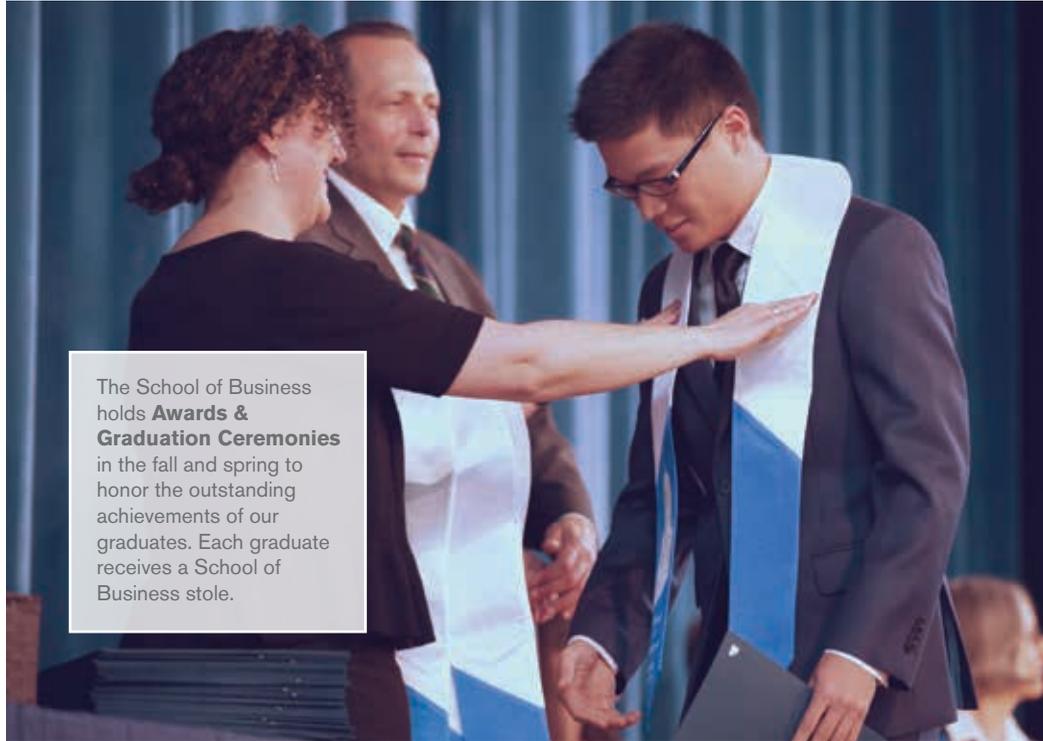
**BUSINESS COMMUNITY**

The Business Advisory Council provides input to the School of Business to insure that students are taught the skills, knowledge and ethical behaviors required for successful and satisfying business careers.

Please visit [newpaltz.edu/schoolofbusiness/corporate\\_bac.html](http://newpaltz.edu/schoolofbusiness/corporate_bac.html) for more information.

**SOME SCHOOL OF BUSINESS  
ALUM**

- **Leonard Boccia '89** (Finance/Marketing), Managing Director, Wealth Management, UBS
- **Kali Brockunier '13** (MBA), Director, North America, KMI Brands, LTD
- **Fitzarnaz Drummond '06** (Finance/Management), Executive Director, Goldman Sachs, London
- **Fiona Lee '12, '14g** (Marketing, MBA), Communications Planning Supervisor, Carat USA
- **Kevin McFarland, '07** (MBA) Director, HR & Talent Acquisition, Schott, North America
- **Gina Sarcona '13, '14g** (Accounting/Finance/MBA), Senior Financial Analyst, KPMG



The School of Business holds **Awards & Graduation Ceremonies** in the fall and spring to honor the outstanding achievements of our graduates. Each graduate receives a School of Business stole.



**Beta Gamma Sigma Honor Society** membership induction ceremony

# AT A GLANCE

**Character:** Very selective, 4-year, residential, regional, state assisted university, liberal arts/professional studies.

**Location:** New Paltz, NY, a small, historic village (population of 14,000) in New York State's Hudson Valley region, midway between Albany and New York City.

**Faculty:** 357 full-time and 301 part-time with 82% of faculty holding a Ph.D. or terminal degree.

**Campus:** 257 acres and 49 buildings.

**Enrollment:** 6,642 Undergraduates (6,167 full-time and 549 part-time), and 1,050 graduate students (484 full-time and 566 part-time).

**Academic Structure:** College of Liberal Arts and Sciences; School of Business; School of Science and Engineering; School of Education; School of Fine and Performing Arts; The Graduate School.

**Average Class Size:** 69% of our classes have fewer than 30 students; 92% of classes are fewer than 40 students.

**Social Mobility Index:** Listed in the top 3% on the 2019 Social Mobility Index  
[www.socialmobilityindex.org](http://www.socialmobilityindex.org)



**EXPERIENCE NEW PALTZ VIDEO:**  
[www.newpaltz.edu/admissions](http://www.newpaltz.edu/admissions)



**APPLYING:**  
[www.newpaltz.edu/admissions](http://www.newpaltz.edu/admissions)

**FINANCIAL AID:**  
[www.newpaltz.edu/financialaid](http://www.newpaltz.edu/financialaid)

**VISITING:**  
[www.newpaltz.edu/visitus](http://www.newpaltz.edu/visitus)

**INTERACTIVE MAP:**  
<http://www.newpaltz.edu/map>



**New Paltz**  
STATE UNIVERSITY OF NEW YORK

**A DEGREE...AND AN EDUCATION®**

**The School of Business**

State University of New York at New Paltz

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[www.newpaltz.edu/schoolofbusiness](http://www.newpaltz.edu/schoolofbusiness)

2020



The State University  
of New York

