



HOFSTRA
UNIVERSITY.

find your edgesm

Frank G. Zarb School of Business Graduate Programs

today's business innovators tomorrow's leaders

- ▶ Find career-building opportunities.
- ▶ Find strengths you never knew you had.
- ▶ Find knowledge and skills you need to succeed.
- ▶ Earn a graduate degree that earns you more. Respect. Opportunities. Success.

they find their edge at the
Frank G. Zarb School of Business



I recently accepted the opportunity to become dean of the Frank G. Zarb School of Business at Hofstra University, after retiring from Wall Street. I last served as chairman and chief executive officer of the American Stock Exchange and vice chairman of the NASD. More important, my story of success in business, and ultimately in life, began here at Hofstra University.

I earned both a B.B.A. and an M.B.A. at Hofstra University, and am one of thousands of Zarb School alumni, a list that includes some of the most accomplished and recognized leaders in business. While I was on Wall Street, I stayed connected to the school that helped me begin my career, serving as a member of the board of trustees, ultimately as chairman for three one-year terms. I have also been honored by the University with the Alumni Achievement Award, and by Hofstra's Chapter of Beta Alpha Psi as its Outstanding Alumnus. Before becoming dean, I taught "The Study of Human Relations in Business" as an executive in residence, and learned first-hand about our engaged and dynamic students, and our accomplished faculty.

These experiences have afforded me a deep and unique perspective of the University. I can say, without hesitation, that I am honored to serve my alma mater as dean, because I know the difference a Zarb School education can make in the lives and careers of our students.

The Zarb School of Business is fully accredited in business and accounting by AACSB International - the Association to Advance Collegiate Schools of Business. Only 10 percent of schools nationwide have both accreditations, and only 28 percent are member institutions. Just recently, *The Princeton Review* ranked our M.B.A. program highly, and complimented the quality of our faculty and value of our career services.

Our academic home, C.V. Starr Hall, has won national acclaim as a cutting-edge teaching and learning facility. For example, we recently opened the state-of-the-art Martin B. Greenberg Trading Room that allows our students to study the equity, fixed income, foreign exchange derivative and commodities markets. It is one of the most advanced and largest academic trading rooms in the world. As you can tell, I'm proud of our school, faculty, graduates and all that we offer our students.

My goal is to build upon the outstanding achievements of our school and to better integrate and network the Zarb School of Business into the various global business, academic and government communities. In order to meet the demands of students and the business community alike, we recently launched specialized M.B.A. programs in Health Services Management, Quality Management, and Sports and Entertainment Management, and an M.S. in Quantitative Finance. Much as business must meet the new demands of a changing marketplace, so do we at the Zarb School of Business. Our dedicated team of faculty, administrators, alumni and students will continue to look for ways to make a difference. I hope you will join us and become a part of this dynamic community.



Salvatore F. Sodano, M.B.A '83; B.B.A. '77
Dean, Frank G. Zarb School of Business
Former Chairman and C.E.O. of
the American Stock Exchange

Choose the M.B.A. program that's right for you – the program that gives you the edge to succeed.

- ▶ M.B.A. in Accounting
- ▶ M.B.A. in Business Computer Information Systems
- ▶ M.B.A. in Finance
- ▶ M.B.A. in International Business
- ▶ M.B.A. in Management
- ▶ M.B.A. in Marketing
- ▶ M.B.A. in Taxation
- ▶ M.B.A. in Health Services Management
- ▶ M.B.A. in Quality Management
- ▶ M.B.A. in Sports and Entertainment Management
- ▶ Combined Bachelor of Business Administration/M.B.A.
- ▶ Executive Master of Business Administration
- ▶ Juris Doctor/Master of Business Administration
(a dual program offered jointly with Hofstra Law School)

The education of business leaders is our business.

The programs at Zarb prepare you for today's global economy.



Prima Sung, an M.B.A. candidate from Hong Kong and president of the M.B.A./M.S. Association, looked to the Zarb School to find a competitive edge. She praises Graduate Business Career Services, which she says “offers exceptional career advice and services to Zarb students. Career Services critiqued my resume, which eventually landed me more interviewing opportunities, including one with Google.

“As an M.B.A. intern, I worked for the Direct Sales Organization, which only hired 20 M.B.A. interns across the country this past summer. Ninety percent of the other interns were from top-tier B schools and Ivy League schools.

“The Zarb School has a very good reputation on the East Coast.” She adds, “Graduate Business Career Services gave me step-by-step guidance through the interviewing process, from resume critique to salary negotiation. I learned the skills to succeed in an interview through the workshops organized by Career Services.”

Prima Sung
M.B.A. candidate (2007)

An integrated, innovative, interdisciplinary M.B.A. program

The Zarb School offers a challenging 41-48 credit program (depending on a student's undergraduate background) that includes a 15-credit concentration in a major discipline.

Our M.B.A. program is enhanced by highly qualified faculty – more than 90 percent of full-time faculty have attained the highest degrees in their fields – and facilities that exceed the highest professional standards. We have implemented a unique curriculum that focuses on analysis, decision making and management, through which you will gain the knowledge you need to succeed in the business sector.

With a curriculum that's always evolving – just like business – the Hofstra M.B.A. program provides students with:

- ▶ Broad exposure to the functional areas of business.
- ▶ Opportunities to gain hands-on experience in a specific field.
- ▶ Specialized instruction in the leadership aspects of business.

Objectives

Our M.B.A. program is designed to:

- ▶ Provide qualified students (who already hold baccalaureate degrees) with a professional perspective, broad exposure to the functional areas of business, specialized instruction in the leadership aspects of business, integrative capstone courses and an opportunity to gain expertise in a specific field of business.
- ▶ Serve individuals with a strong commitment to managerial careers in business, government or the not-for-profit sector who exhibit the potential for leadership in the global business community.
- ▶ Offer a wide range of concentrations.



Health care, sports and entertainment – new focus of M.B.A. programs

At the forefront of business education. That's why the Zarb School has now expanded its M.B.A. offerings into two burgeoning fields.

The newest is our program in Sports and Entertainment Management. A collaborative effort with Hofstra's School of Communication, this M.B.A. prepares students for careers in the ever challenging and exciting fields of sports, entertainment, communication and facilities management.

In addition, the Zarb School recently became the only school on Long Island to offer M.B.A. programs in Health Services Management and Quality Management.

Zarb, in another first, is the only business school on Long Island to partner with a hospital/health system on a health care M.B.A. program – in this case, the 28-hospital North Shore-Long Island Jewish Health System. Within Hofstra, the Zarb School and the School of Education and Allied Human Services collaborate on a 15-credit specialization as part of the M.B.A. in Health Services Management.

These M.B.A. programs are being taken by a variety of people with diverse backgrounds – those with Ph.D.s, medical doctors, physician assistants, nurses, medical directors and financial staffers.

An Executive M.B.A. program that will take you to the next level

The Executive M.B.A. program consists of seven consecutive semesters spanning 20 months. The first 12 months (or four semesters) offer an overview of the various business functions within the context of decision making and management. During the remaining three semesters, the program emphasizes interdisciplinary methodology and intense global business study. Sessions are conducted on an alternating Friday/Saturday schedule, with classes being held all day Friday of one week and then all day Saturday the following week for a total of four full class days per month.

John Burke, senior vice president, Citibank N.A., says, “The Hofstra E.M.B.A. offered flexibility around my busy work schedule, and I was fortunate enough to have an employer who afforded me the opportunity to spend time out of work in order to attend classes during the week. The program is run by world-class professionals who provide real-life experience and practicality at a level that is instantly useable in my workplace. The cohort structure has strengthened my learning experience and has created a network of professional contacts and a level of friendship that will remain long after the program is completed.”

“The Hofstra E.M.B.A. program provided me with an efficient means to strengthen the skills required to manage complex business issues and make informed decisions,” Mr. Burke adds. In fact, “soon after completion of the program, I was promoted to senior vice president of Citibank’s Middle Market Business Banking Group in Suffolk County, New York.”

Moreover, he and Citibank will be relying on the Hofstra edge in future hiring. “We have hired a Hofstra M.B.A. student to join our group,” he adds, “and we will look to Hofstra graduates in the future as a talent pool from which to draw highly motivated and educated students to work at Citibank.”

Real. Intense. Innovative.



John Burke, E.M.B.A., '06
Senior Vice President, Citibank N.A.



Esmeralda O. Lyn, Ph.D.

C.V. Starr Distinguished Professor of Finance
and International Financial Services
Frank G. Zarb School of Business

“Our M.B.A. and M.S. in Finance prepare students for a broad range of careers in financial and investment management. Students develop analytical skills and tools needed to make financial and investment decisions in today’s rapidly changing market conditions. Our Martin B. Greenberg Trading Room, with dozens of Bloomberg terminals and full data access, plus classrooms equipped with state-of-the-art technology, provide students with hands-on education and tools that can immediately be used in the workplace.

“Our extensive online and print library resources — such as the CRSP and COMPUSTAT databases, which give the most comprehensive collection of security prices and detailed corporate data — ensure that students have all the information they need to solve real financial management problems. The dynamic learning experience, excellent and accessible instructors, and wealth of resources available to our students give them a competitive edge in the job market.”

— Dr. Esmeralda Lyn

Master of Science programs that concentrate in your expertise

Still more advanced degrees to advance your career. Find out what we can do for you, your career, your ambition, your knowledge and skills, your marketability.

► Master of Science programs:

- Accounting
- Computer Information Systems
- Finance
- Human Resources Management
- Marketing
- Marketing Research
- Quantitative Finance
- Taxation

► Combined Bachelor of Business Administration/ Master of Science programs:

- Accounting
- Human Resources Management
- Marketing
- Marketing Research
- Taxation

The Zarb School of Business also offers traditional M.B.A. programs and Executive M.B.A. programs at the locations of many companies. These programs are designed to meet employees’ educational needs and facilitate career growth. In these programs Zarb School faculty travel to the location of our partner organizations and teach classes at their premises. Students in the program take classes as a cohort and save on their commuting time. Most of the time, course material is also modified to meet any specific needs of the cohort in the company.

In the recent past we concluded a program at InterDigital Corporation. At present we are conducting multiple programs at CA in Islandia, New York; Estée Lauder in Melville, New York; and North Shore-Long Island Jewish Health System, Manhasset-New Hyde Park, New York. The program at North Shore-Long Island Jewish Health System was jointly developed in collaboration with them. We look forward to developing on-site programs with other companies on Long Island.

On-site programs

the Hofstra difference

Accreditations

All graduate programs offered by the Zarb School are accredited by AACSB International – the Association to Advance Collegiate Schools of Business. In addition, the Department of Accounting, Taxation, and Legal Studies in Business has received a distinct accounting accreditation from AACSB. These accreditations ensure that faculty, academic programs, and facilities meet the highest professional standards.

Experienced faculty

The Zarb School employs more than 85 full-time, highly credentialed faculty members who love to teach. Unlike some of the larger business schools, graduate students do not teach courses at Zarb. With years of experience in business and research, Zarb faculty members are up to date on the practical, day-to-day challenges of business. Using the most current and innovative techniques, the faculty – and their interaction with students in small classroom settings – form the foundation of the program.

How do the Zarb School's external programs help our students find an edge?

Stuart Bass, professor of legal studies in business and director of graduate programs at Zarb, points out, "This approach offers both the student and the employer a more convenient opportunity to enhance their business and interpersonal skills, as well as meet the demands of today's business climate."

Find technology and resources that create a competitive advantage for you – the same cutting-edge technology used in today's most advanced companies.

High-tech classrooms

The majority of Zarb School courses are conducted in the technologically advanced C.V. Starr Hall, where classrooms have online workstations allowing instant access to the Internet and countless software applications. The classrooms in Starr Hall alone contain more than 350 computers for instruction.

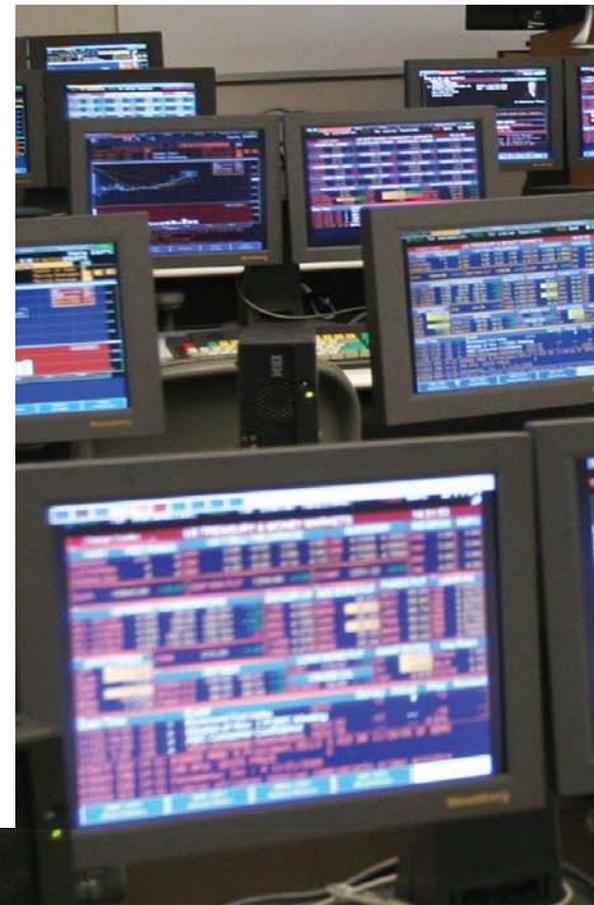
electronic trading room

C.V. Starr Hall, the Zarb School's technology-enriched classroom building, also houses the Wall Street-like Martin B. Greenberg Trading Room, equipped with 34 industry-standard, dual-panel Bloomberg professional terminals and audio-visual displays. Faculty and students access the same data, analytics, and software used by finance professionals to make investment, trading and financing decisions.

Through hands-on experience and teamwork, this simulated trading room provides Zarb School students with the skills needed in today's financial world. And Zarb School faculty use the Greenberg Trading Room's resources for scholarly research, thereby enhancing Hofstra's reputation as a research institution.

The Zarb School is now one of only a handful of schools in the world that offers Bloomberg Certification to its students.

state-of-the-



Polly Berruti-Korman

M.B.A., 2004

Market Director – Northeast, CA, Inc.

Polly Berruti-Korman (M.B.A., 2004), who has worked at CA, Inc., formerly Computer Associates, for seven years, says, "The Frank G. Zarb School of Business allowed me the flexibility to attend a top-rated graduate school while working full-time. The professors and graduate students with whom I interacted provided diverse, real-world experiences and have since become invaluable connections in the corporate world."

Another way in which she gained a competitive edge, she adds, is that "Hofstra provides state-of-the-art facilities, including laptops in the classroom for each student." For her, that edge has translated into a key promotion at CA. "The education and experience that I gained at Hofstra," she points out, "allowed me to earn a promotion as a market director at CA." Prior to becoming market director – Northeast, Ms. Berruti-Korman was an alliance manager.



art resources

“The Martin B. Greenberg Trading Room at the Zarb School is the only one in the country with 34 Bloomberg professional terminals. It is not just a laboratory; its curriculum integration and resources make it function and feel like a real trading room, such as the ones in investment banks and other financial institutions. Our students learn about finance in a dynamic atmosphere, where they can apply the concepts taught in class directly to the outside world. So they have the opportunity to solve problems using real financial data and having access to industry-standard databases. All this gives our graduate students an edge in competing for high-level positions in the financial sector.”

– Dr. Ahmet Karagozoglul
Associate Professor of Finance
and Academic Director of the
Martin B. Greenberg Trading Room

online library

Zarb School students have 24/7 on- and off-campus access to about 30 business databases through the University portal (My.Hofstra.edu) or the Axinn Library Web site (www.hofstra.edu/Libraries).

Hofstra Blackboard

This online course management system is a powerful tool for professors and students alike. Instructors post announcements, documents and other materials on password-protected class Web sites. Students gain access to all the Web-based course materials through a single site. Available 24/7, Hofstra Blackboard allows students to e-mail professors and classmates, as well as submit class work and check grades.

computing services

Zarb School students benefit from Hofstra’s high-tech capabilities. Each graduate student is given an e-mail account, an individual Web site, a network account with 100 MB of disk space, as well as free training sessions, for instance, in Microsoft Office Specialist certification. Three open-access labs with more than 200 PC workstations are available to students. There are also 20 specialized computer labs with more than 800 computers for various academic departments.

a complete campus experience

Network with today's – and tomorrow's – business leaders. The Zarb School's high-profile Executive Speaker Series and informative seminars at Hofstra's Merrill Lynch Center give you access to high-powered executives and prime networking opportunities.

In yet another occasion for networking, the Zarb School features a weekly common hour, during which students mingle with executives and professionals from different organizations in a friendly, relaxed atmosphere.

beyond
the
classroom

The recent Executive Speaker Series included such top-tier business leaders as James P. Campbell, president/CEO of General Electric's GE Consumer & Industrial division; Kathryn Marinello, CEO/president of GE Fleet Services; Barbara Thomas, president/CEO of the National Black MBA Association; and Salvatore Sodano, Zarb alumnus and former chairman/CEO of the American Stock Exchange and vice chairman of the National Association of Securities Dealers (NASD), who is now dean of the Zarb School.

Numerous other business executives have addressed Zarb students in other forums – ranging from Mike Pearl, senior vice president and executive producer for *ABC Sports* (including *Monday Night Football*), and Andrew Tisch, chairman of the executive committee at Loews Corporation, to John R. Joyce, senior vice president and group executive for IBM Global Services.

Membership in our various graduate organizations presents still more golden opportunities for Zarb graduate degree candidates. The Zarb School M.B.A./M.S. Association, for example, recognizes that important learning opportunities exist outside the classroom, so it engages in various activities to complement the academic experiences of Zarb students.

Among the activities sponsored by the association are its speaker series, which provides students with insights into career opportunities, and conferences that allow students to meet and chat with successful executives. The M.B.A./M.S. Association also cooperates with other student organizations representing each of the functional areas of the Zarb School: the Accounting Society, Beta Alpha Psi (the accounting honor society), the Financial Management Association and the Society for the Advancement of Management.

Another important graduate organization is Graduate Women in Business (GWIB), whose mission is to advance the interests of women and supporters of women in managerial careers. Through the efforts of this organization, recent Zarb alumnae offer career guidance and advice to our female graduate students.

Zarb School students are also active in numerous other graduate organizations, such as:

- American Marketing Association
- Hofstra Investment Banking Association
- Beta Gamma Sigma
- International M.B.A./M.S. Association
- Graduate Chapter of the American Marketing Association
- *Journal of International Business and Law*
- Minority M.B.A./M.S. Association
- Hofstra Business Consulting Group
- National Association of Women MBAs

residential life

For those who choose to live on campus, Hofstra offers 37 residence halls that house 4,200 students, including 300 graduate and law students. These residences are in a variety of configurations, from suite-style to traditional, corridor-style residence halls to apartments. And Hofstra has begun construction of a \$23 million, 5-story, 225-bed, suite-style residence hall exclusively for graduate and law students.

All this adds up to a definite edge for you.

mere miles from the world's biggest business opportunities

The Zarb School, on Hofstra's lush 240-acre Long Island campus, offers the benefits of suburban living, and yet is close enough to draw upon the varied resources of New York City. We're just 25 miles from the world's business center and the high-energy opportunities it has to offer. That means access to finance jobs and internship opportunities on Wall Street, media opportunities near Rockefeller Center and other midtown Manhattan locations, and advertising opportunities on Madison Avenue.

"Proximity to New York was very important when it came to choosing a graduate school," says Stephen Cowie (M.B.A., 1996). "I've always worked in Manhattan, so that was definitely a consideration." Mr. Cowie's career has encompassed positions at Lazard Asset Management, Fiduciary Trust Co. International, Merrill Lynch & Co. and The Dreyfus Corp.

proximity
to NYC
=
opportunities
for you

internships and jobs

Graduate Business Career Services provides detailed, up-to-date information on internships, job opportunities, and other services and events available to graduate business students as well as Zarb alumni. Its Web site, www.hofstra.edu/ZarbCareers, includes helpful links to self-assessment sites, career research and reference sites, employer databases, and hundreds of employer/corporate Web sites.

The school's new Sports and Entertainment Management M.B.A. program adds numerous new internship and job opportunities for Zarb School graduate students.

Zarb's *M.B.A./M.S. Resume Book* is made available to more than 600 corporate executives each fall semester. Resumes of graduating students are available online – searchable 24/7 by students' specialized fields, foreign language proficiencies, and additional graduate-level degrees.

The new Career Management Program (CMP) is required for all full-time M.B.A./M.S. students. To bolster graduates' job marketability, CMP consists of skill-building workshops and seminars, as well as professional development opportunities (such as the Executive Speaker Series). A third, optional element of CMP consists of career-connection events and seminars.



Zarb is your connection to a vast number of career opportunities. Besides exposure to hundreds of potential employers that visit yearly, you'll have the option to engage in internships and gain critical career-related experience at top companies on Long Island and in New York City.

What better way to prepare for your transition from the classroom to a leadership role in business than by taking advantage of everything that's available to you through Zarb's Graduate Business Career Services.

Like thousands of previous Zarb School graduate students, you will benefit from participating in the many career-related programs offered, including the following:

- ▶ Managing Your Internship and Career Search
- ▶ Corporate Recruitment and Interviewing
- ▶ *M.B.A./M.S. Resume Book* and Web site
- ▶ Corporate Connections
- ▶ Graduate Business Alumni Career Network

the road to SUCCESS

The most recent data shows that more than 81 percent of the Zarb School's 2005-2006 full-time graduating class secured jobs within three months of earning their degree. More than 200 companies actively recruit Zarb School graduates annually, and a majority of these companies conduct on-campus interviews. A short sample list of firms hiring Zarb School students in recent years for internships and full-time positions appears below.

1-800-FLOWERS.COM
ACNielsen
ADP
Arrow Electronics
Bank of America
BDO Seidman
BNP Paribas
Bookspan
CA, Inc. (Computer Associates)
Cablevision Systems
Chase Auto Finance Corp.
Citibank
Citigroup Global Markets
Coach Inc.
Coca-Cola Company
Commerce Bank
Credit Suisse First Boston
Deloitte & Touche LLP
Deutsche Bank
DWS Scudder
Empire Blue Cross Blue Shield
Ernst & Young LLP

Estée Lauder
First Data
GE Capital Corporation
GlaxoSmithKline
Goldman Sachs
The Hain Celestial Group, Inc.
Henry Schein, Inc.
Household International
IBM
Internal Revenue Service
Ipsos
Joseph E. Seagram & Sons Inc.
JPMorgan Chase
JPMorgan Chase Securities
KeySpan Energy
KPMG LLP
Lehman Brothers
Marcum & Kliegman, LLP
Morgan Stanley
MSC Industrial Direct
New York Jets
The New York Stock Exchange, Inc.

The NPD Group, Inc.
North Shore-LIJ Health System
Olympus America
Oppenheimer Funds
Pall Corporation
Pfizer
PricewaterhouseCoopers, LLP
Protiviti
Prudential Securities
Publishers Clearing House
Reuters America
The Robert Plan Corp.
Smith Barney Citigroup
Symbol Technology
UBS Warburg
Unilever
UPS
U.S. Postal Service
Verizon
The Wall Street Journal
Weight Watchers International



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GRADUATE BUSINESS CAREER SERVICES

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Barbara Church-Kattan, Director
Lisa Kellerman, Assistant Director

FRANK G. ZARB SCHOOL OF BUSINESS

Salvatore F. Sodano, Dean
Stuart L. Bass, Director of Graduate Programs
Anil Mathur, Associate Dean
Lisa A. Welch, Associate Director of Graduate Programs
Luke Ng, Director of Recruitment for Graduate Business Programs

For further details on the various Zarb School programs, see Hofstra University's *Graduate Studies Bulletin*.

Prospective students are encouraged to visit the Zarb School of Business Web site at www.hofstra.edu/business.



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Hofstra University continues its commitment to extending equal opportunity to all qualified individuals without regard to race, color, religion, sex, sexual orientation, age, national or ethnic origin, physical or mental disability, marital or veteran status in the conduct and operation of its educational programs and activities, including admission and employment.

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