

DEPARTMENT: BUSINESS

As a member of the **Department of Business** you will join a group of students who are part of the **School of Professional Studies** at New York City College of Technology, City University of New York.

Mission: To offer curious, motivated students a practical business education that will be valued in the public and private sectors of our economy. We offer you programs and courses that meet the demands of prospective employers. Students who study business at City Tech will learn how to analyze and solve important problems. The person who has the insight to effectively manage, allocate, and protect scarce resources will be the person who is hired and promoted.

Options for Employment and Further Study

Accounting: With an **accounting degree**, graduates can gain employment in corporations, not-for-profit entities, and governmental agencies. Some of the organizations that employ our graduates include the New York City Department of Finance, the New York State Department of Finance/Taxation, Children's Television Workshop, Brooklyn Union Gas, Consolidated Edison, and the Internal Revenue Service. Students may choose to continue their education by transferring to a four-year program and receive baccalaureate degrees on their way to becoming Certified Public Accountants (CPAs). CPAs can have their own accounting practice, or work in the public or private sector.

Marketing, Management & Sales: As New York City is the marketing capital of the world, our students are prepared for a multitude of career choices. Graduates can seek employment in distribution, marketing, or customer service. They will be qualified for positions such as product or sales manager, industrial or manufacturer's sales representative, advertising account executive, public relations specialist, market research analyst, or media buyer/ purchasing agent. Students may also choose to transfer within CUNY or to other colleges and pursue a baccalaureate degree in marketing management, advertising and distribution.

Business & Technology of Fashion: The **Bachelor's degree in the Business and Technology of Fashion (BTF)** was created for students desiring to begin and develop careers in the fashion industry. The program provides a clear pathway

into many employment opportunities coupled with basic business skills and a sequence of required and elective liberal arts courses. The core curriculum provides insight into the sociological and psychological factors which influence fashion interest and demand in today's global market. With a rare focus on both business and technology, it is perfectly placed at City Tech, where we are able to take advantage of the technological strengths of the college in all of the forward-looking high-tech approaches that are defining tomorrow's economy.

Ophthalmic Dispensing: The Vision Care Technology Program prepares a student for a career in vision care. Successful completion of the degree qualifies graduates for the New York State licensing examination for ophthalmic dispensers and makes them eligible to take the New York State examination for certification as a contact lens fitter. The ophthalmic dispenser/optician combines knowledge of scientific and clinical procedures with skills and the ability to work well with patients in the fitting and adapting of lenses and devices that aid in providing comfortable and efficient vision and in correcting ocular deficiencies. The ophthalmic dispenser measures, adapts and fits eyeglasses to the face and, when further certified as a contact lens fitter, also fits and adapts contact lenses to the eyes for the correction of visual and ocular anomalies. The curriculum in ophthalmic dispensing represents a carefully planned balance of theory and clinical practice in all aspects of the profession.

A graduate of the program may become the proprietor of an ophthalmic dispensing firm or may secure a position as an ophthalmic dispenser, contact lens fitter, an ophthalmic assistant, an ophthalmic sales representative or an optical research technician. Among the employers of the graduates of this program are independent opticians, ophthalmologists, optometrists, HMO's, eye and ear hospitals, wholesale/retail optical establishments and national and international corporations.

Faculty in the Department Business have an interest in various research areas:

Accounting: Professors Stanley Carroll, Rachel Raskin, Gerald Singh,
David Zimmerman

Business and Technology of Fashion: Professors Alyssa Admomaitis,
Nazanin Munroe, Denise Sutton

Business and Finance: Professors Lucas Bernard, Anne Zissu

Marketing, Management and Sales: Professors John Dixon, Roy Iraggi

Ophthalmic Dispensing: Professors Kara Pasner, Robert Russo, Kimberly Strickler

Fun Fact

Graduates of the program will gain business acumen to become effective managers and entrepreneurs.