



NEW YORK CITY COLLEGE OF TECHNOLOGY



Business

Namm Hall, Room 1012

Who We Are

The department offers a wide range of coursework from Law and Financial Management, to Fashion Merchandising, to Financial Forecasting, and to Marketing. We also offer many elective courses. The research of the Business faculty is broadly focused in diverse areas. On our Publications & Research page, you can get an idea of our faculty's areas of expertise. When possible, we endeavor to offer students the opportunity to work with us on a variety of projects and present their results.

Our mission is 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 that 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. This is the person who will become an effective manager and entrepreneur.

Degrees Conferred

- AAS in Accounting
- AAS in Market Management & Sales
- AS in Fashion Marketing, and
- BS in Business Technology of Fashion

Chair Person

Lucas Bernard, Associate Professor



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Faculty and Staff

Prof. Alyssa Adomaitis, Assistant Professor
Prof. Stanley Carroll, Professor
Prof. Jierong Cheng, Assistant Professor
Prof. John Dixon, Associate Professor
Prof. Roy Iraggi, Assistant Professor
Prof. Nazanin Munroe, Assistant Professor
Prof. Rachel Raskin, Assistant Professor
Prof. Timothy Reining, Assistant Professor
Prof. Gerald Singh, Lecturer
Prof. Denise Sutton, Assistant Professor
Prof. David Zimmerman, Assistant Professor
Prof. Anne Zissu, Professor

Interesting/Important Facts

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.

Market Management and 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.



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Fashion Marketing

Students are prepared for buying and management careers in manufacturing firms, showrooms, retail stores, and buying offices. Our graduates are employed in corporations both in the United States and in Europe. Some of our students go on to establish and operate their own businesses. Among the employers of our graduates are Saks, Macy's, J.C. Penny, the Gap, Bloomingdale's and the Limited. Many graduates also continue their education and go on to receive baccalaureate degrees and MBAs.

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.