

JOHNSON GRADUATE SCHOOL OF MANAGEMENT

ADMINISTRATION

Alan G. Merten, dean

Thomas R. Dyckman, associate dean for academic affairs

Dick R. Wittink, director, doctoral program

James W. Schmotter, associate dean

Ann L. Calkins, assistant dean for external relations

Mariea Noblitt, director of admissions

Paul Brenner, director of corporate relations

Nancy A. Culligan, business manager and director of personnel

Laurie Foltman, director of career services

Daniel Mansoor, director of development and capital campaign manager

Linda Myers, managing editor, *Cornell Enterprise*, and publications coordinator

Rhea J. Nickerson, assistant to the dean

Donald Schnedeker, librarian

Harriet Peters, director of advising and student activities

Linda Pike, managing editor, *Administrative Science Quarterly*

John P. McKeown, director of finance and business operations and director of executive education

Ann C. Weibel, director of financial aid, and registrar

L. Joseph Thomas, director of the Executive Development Program

Eugene Ziegler, director of computing services

The Johnson Graduate School of Management prepares men and women for managerial careers in business. The school offers course work in many disciplines to provide potential managers with an understanding of the complexities of the professional world in which they will operate and of the organizations of which they will become a part.

A bachelor's degree or its equivalent is required for admission to the two-year program leading to the Master of Business Administration (M.B.A.) degree. Nearly half of the students have a background of undergraduate studies in arts and sciences, and about one-quarter in engineering. Ten percent of the students begin their graduate training immediately after receiving their bachelor's degrees and the remaining 90 percent following work experience.

Combined degree programs allow highly qualified Cornell students to register in the school during their senior year, thereby earning a master's degree in less than the usual time.

The doctoral program, administered through the Graduate School, provides an advanced level of education in business for those who seek careers in teaching and research at leading universities.

More detailed information about these programs is available in the Cornell University Announcement, Johnson Graduate School of Management, obtainable from the Office of Admissions and Student Affairs, Johnson Graduate School of Management, Malott Hall.

UNDERGRADUATE ONLY

NBA 300 Entrepreneurship and Enterprise
Prerequisite: Introductory Accounting or equivalent, or permission of instructor.

This course provides a disciplined look at the entrepreneur and small business management. It deals with the formation and the acquisition of enterprises from the viewpoint of individuals who desire to become the principal owners. Reviews include legal and tax aspects, valuation techniques, organization forms, and venture-capital sources, as well as planning techniques necessary to launch a successful venture.

NCC COMMON CORE COURSES

- NCC 500 Financial Accounting**
- NCC 501 Quantitative Methods for Management**
- NCC 502 Microeconomics for Management**
- NCC 503 Marketing Management**
- NCC 504 Behavioral and Organizational Science**
- NCC 505 Macroeconomics and International Trade**
- NCC 506 Managerial Finance**
- NCC 507 Management Information Systems**
- NCC 508 Production and Operations Management**

NBA MANAGEMENT ELECTIVE COURSES

Accounting

- NBA 500 Intermediate Accounting**
- NBA 501 Advanced Accounting**
- NBA 502 Managerial Cost Accounting**
- NBA 504 Taxation Affecting Business and Personal Decision Making**
- NBA 505 Auditing**
- NBA 506 Financial Information and Evaluation**
- NBA 507 Federal Income Tax**
- NBA 508 Accounting for Mergers and Consolidations**

Behavioral and Organizational Science

- NBA 660 Strategy Implementation: Process and Politics**
- NBA 661 Organizational Theory**
- NBA 662 Power and Interpersonal Influence**
- NBA 663 Behavioral Decision Theory**
- NBA 664 Decision Aiding**
- NBA 665 Managing Innovation and Technological Change**
- NBA 666 Negotiation**
- NBA 667 Managing Groups**
- NBA 668 Organizational Politics**
- NBA 669 Organizational Design**
- NBA 670 Strategy Formulation**

Economics

- NBA 520 Pricing and Strategy**
- NBA 521 Regulation, Deregulation, and Antitrust: Government Regulation of Business**
- NBA 522 Managerial Economics**
- NBA 523 Business and Economic Forecasting**
- NBA 524 Competitive Industry Analysis**
- NBA 525 Executive Compensation**

Finance

- NBA 540 Financial Policy Decisions**
- NBA 541 Economic Evaluation of Capital Investment Projects**
- NBA 542 Investment Management and Security Analysis**
- NBA 543 Financial Markets and Institutions**
- NBA 544 Bank Management**
- NBA 545 Finance Theory**
- NBA 546 Options, Bonds, and Commodities**
- NBA 547 Investment Banking**
- NBA 548 Trading**
- NBA 549 Strategic Decision Making**
- NBA 550 Financial Instruments and Contracts**

General Management

- NBA 560 Business Law**
- NBA 561 Advanced Business Law**
- NBA 562 An Introduction to Estate Planning**
- NBA 563 Strategic Business Policy Issues**
- NBA 564 Entrepreneurship and Enterprise**
- NBA 565 Law of Business Associations**
- NBA 567 Management Writing**
- NBA 568 Oral Communication**
- NBA 569 Effective Management Consulting**
- NBA 570 Negotiations for Managers**
- NBA 571 Business and American Society**
- NBA 572 Law of Mergers and Acquisitions**
- NBA 574 Health-Services Organization and Financing**

- NBA 575 Health and Welfare Policy Analysis**
NBA 576 Alternative Health and Social Service Delivery Systems
NBA 577 The External Environment of Business
NBA 578 Ethics
NBA 579 Business Strategy and Policy
- International Management**
NBA 580 Industrial Policy: Lessons for the United States from Japan and Europe
NBA 581 The International Context of American Business
NBA 582 International Trade and Finance
NBA 583 International Environment of Business
NBA 584 Management of the Multinational Corporation
NBA 585 Comparative International Management
NBA 586 Business in Europe and Latin America
NBA 589 Business in Japan

Management Information Systems

- NBA 600 Data-Base Management**
NBA 601 Information Systems in Manufacturing
NBA 603 Systems Analysis
NBA 607 Supplemental Studies in MIS

Marketing

- NBA 620 Marketing Research**
NBA 621 Advertising Management
NBA 622 Marketing Strategy
NBA 623 Models and Methods for New Products
NBA 624 Marketing Decision Analysis
NBA 625 International Marketing
NBA 626 Consumer Behavior
NBA 627 Market Communications
NBA 628 Market Planning
NBA 629 Industrial Marketing
NBA 630 Marketing Research Project
NBA 631 Marketing Science
NBA 632 Marketing Analysis and Planning

Operations Management

- NBA 640 Production Management**
NBA 641 Business Logistics Management
[NBA 642 Applied Econometrics Not offered 1988-89.]
NBA 643 Management Science
NBA 644 Projects in Operations Management

NMI AND NRE RESEARCH AND ADVANCED STUDIES

- NMI 500-502 Directed Readings and Research**
NRE 502 Doctoral Seminar in Marketing
NRE 503 Doctoral Seminar in Economics
NRE 504 Doctoral Seminar in Accounting
NRE 506 Doctoral Seminar in Banking and Financial Markets
NRE 507 Doctoral Seminar in Corporate-Finance Theory
NRE 508 Doctoral Seminar in Operations Management
NRE 509 Doctoral Seminar in Organizational Behavior
NRE 513 Doctoral Seminar in Finance
NRE 514 Doctoral Seminar in Decision Aiding
NRE 515 Doctoral Seminar in Behavioral and Experimental Economics

FACULTY ROSTER

- Abolafia, Mitchell, Ph.D., SUNY at Stony Brook. Asst. Prof., Organizational Behavior
 Anderson, Philip, Ph.D., Columbia U. Asst. Prof., Organizational Behavior
 Bayus, Barry L., Ph.D., U. of Pennsylvania. Asst. Prof., Marketing
 Bell, Nancy, Ph.D., U. of California at Berkeley. Asst. Prof., Organizational Behavior
 BenDaniel, David J., Ph.D., Massachusetts Inst. of Technology. Don and Margi Berens Professor of Entrepreneurship
 Bierman, Harold, Jr., Ph.D., U. of Michigan. Nicholas H. Noyes Professor of Business Administration
 Bugliari, Joseph B., J.D., Cornell U. Prof., Agricultural and Business Law
 Carr, Peter, Ph.D., U. of California at Los Angeles. Asst. Prof., Finance
 Conway, Richard W., Ph.D., Cornell U. Prof., Information Systems
 DeGruha, Patrick, Ph.D., U. of Pennsylvania. Asst. Prof., Economics
 Dyckman, Thomas R., Ph.D., U. of Michigan. Ann Whitney Olin Professor of Accounting
 Elliott, John A., Ph.D., Cornell U. Assoc. Prof., Accounting
 Freeman, John, Ph.D., North Carolina at Chapel Hill. Prof., Organizational Behavior
 Hass, Jerome E., Ph.D., Carnegie-Mellon U. Prof., Managerial Economics and Finance
 Highfield, Richard A., Ph.D., U. of Chicago. Asst. Prof., Economics
 Hilton, Ronald W., Ph.D., Ohio State U. Prof., Accounting
 Isen, Alice, Ph.D., Stanford U. S. C. Johnson Professor of Marketing
 Jarro, Robert A., Ph.D., Massachusetts Inst. of Technology. Ronald P. and Susan E. Lynch Professor of Investment
 Kasa, Kenneth, Ph.D., U. of Chicago. Asst. Prof., Economics
 Krackhardt, David, Ph.D., U. of California at Irvine. Asst. Prof., Organizational Behavior
 Kumar, Akhil, Ph.D., U. of California at Berkeley. Asst. Prof., Management Information Systems
 Libby, Robert, Ph.D., U. of Illinois. Prof., Accounting, and Behavioral and Organizational Science
 Lind, Robert C., Ph.D., Stanford U. Prof., Economics, Management, and Public Policy

- McAdams, Alan K., Ph.D., Stanford U. Assoc. Prof., Managerial Economics
 McClain, John O., Ph.D., Yale U. Prof., Quantitative Analysis
 Malik, Kavindra, Ph.D., U. of Pennsylvania. Asst. Prof., Operations Research
 Morse, Dale, Ph.D., Stanford U. Assoc. Prof., Accounting
 O'Hara, Maureen, Ph.D., Northwestern U. Assoc. Prof., Finance
 Orman, Levent, Ph.D., Northwestern U. Assoc. Prof., Information Systems
 Rao, Vithala R., Ph.D., U. of Pennsylvania. Prof., Marketing/Quantitative Methods
 Robinson, Lawrence W., Ph.D., U. of Chicago. Asst. Prof., Operations Management
 Russo, J. Edward, Ph.D., U. of Michigan. Assoc. Prof., Marketing and Behavioral Science
 Shaw, Wayne H., Ph.D., U. of Texas at Austin. Asst. Prof., Accounting
 Smidt, Seymour, Ph.D., U. of Chicago. Nicholas H. Noyes Professor of Economics and Finance
 Tarr, Curtis W., Ph.D., Stanford U. Prof., Management
 Thaler, Richard H., Ph.D., U. of Rochester. Henrietta Louis Johnson Professor of Management
 Thomas, L. Joseph, Ph.D., Yale U. Nicholas H. Noyes Professor of Manufacturing, Operations Management
 Wiggins, James B., Ph.D., Massachusetts Inst. of Technology. Asst. Prof. Finance
 Wittink, Dick R., Ph.D., Purdue U. Prof., Marketing and Quantitative Methods

Lecturers

- Katz, Jan, Ph.D., Massachusetts Inst. of Technology. Visiting Asst. Prof., International Business and Marketing
 Mink, Barbara E., M.A., Cornell U. Lec., Management Communication
 Pike, Alan, M.A., Cornell U. Lec., Management Communication
 Rosen, Charlotte, Ph.D., Cornell U. Sr. Lec., Coordinator, Management Communication
 Smith, Donald E., M.B.A., B.S.M.E., U. of Pittsburgh. Lec., Industrial Marketing

Adjunct, Visiting, and Faculty

- Abowd, John, Ph.D., U. of Chicago. Visiting Assoc. Prof., Industrial and Labor Relations
 Agarwal, Manoj, Ph.D., SUNY Buffalo. Visiting Assoc. Prof., Marketing
 DeBondt, Werner F. M., Ph.D., Cornell U. Visiting Asst. Prof., Finance
 Grossman, Dale A., J.D., American U. Lec., Business Law
 Johnson, Blair T., Ph.D., Purdue U. Visiting Asst. Prof., Marketing
 Pempel, T.J., Ph.D., Columbia U. Prof., Government
 Schmotter, James W., Ph.D., Northwestern U. Lec., Business History
 Phillips, William E., Executive-in-Residence