

Graduate School of Business and Public Administration

Administration

David A. Thomas, dean
 Harold Bierman, Jr., associate dean
 Edward T. Lewis, associate dean for external affairs
 Robert H. Smiley, associate dean for academic affairs
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 Albert E. Brill, director of placement
 JoAnne F. Kloppenburg, director of financial aid and registrar
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 Harriet A. Peters, assistant director of placement
 Caroline Violette, director of student activities and special projects

The Graduate School of Business and Public Administration prepares men and women for managerial careers in private business, public service, and health care. The school offers course work in many disciplines to provide potential business, public, and health 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.], Master of Public Administration [M.P.A.], or Master of Professional Studies (Hospital and Health Services Administration) [M.P.S. (H.H.S.A.)]. Students may also earn an M.B.A. with a concentration in public or health administration. Nearly half of the students have a background of undergraduate studies in arts and sciences, and about one-quarter in engineering. One-quarter of the students begin their graduate training immediately after receiving their bachelor's degrees and the remaining three-quarters 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 and comprehensive education in administration, primarily for those who seek careers in teaching and research.

More-detailed information about these programs is available in the *Announcement of the Graduate School of Business and Public Administration*, obtainable from the Assistant Dean for Admissions and Student Affairs, Graduate School of Business and Public Administration, Malott Hall.

NCC Common Core Courses

- NCC 500** Financial Accounting
- NCC 501** Quantitative Methods for Management
- NCC 502** Economic Principles for Management
- NCC 503** Introduction to Computer Programming
- NCC 504** Introduction to Management Information Systems

NBP Business Administration Program Core Courses

- NBP 500** Marketing Management
- NBP 501** Production and Operations Management
- NBP 502** Managerial Finance
- NBP 503** Business Policy
- NBP 504** Introduction to the Business-Government Interface

NBA Business Administration Elective Courses

- NBA 500** Intermediate Accounting
- NBA 501** Advanced Accounting
- NBA 502** Managerial Cost Accounting
- NBA 504** Introduction to Taxation Affecting Business and Personal Decision Making
- NBA 505** Auditing
- NBA 506** Financial Information Evaluation
- NBA 507** Federal Income Tax
- NBA 510** Law of Business Associations
- NBA 514** Financial Policy Decisions
- NBA 515** Economic Evaluation of Capital Investment Projects
- NBA 516** Investment Management
- NBA 517** Security Analysis
- NBA 518** Financial Markets and Institutions
- NBA 521** Finance Theory
- NBA 524** Options, Bonds, and Commodities
- NBA 525** Investment Banking
- NBA 541** Marketing Research
- NBA 543** Marketing Strategy
- NBA 546** Marketing Decision Analysis
- NBA 548** Marketing Management of Industrial Products
- NBA 551** Consumer Behavior
- NBA 552** Seminar in Current Research in Marketing
- NBA 554** Advertising Practicum
- NBA 559** Research Seminar in Operations Management
- NBA 560** Production Management
- NBA 562** Business Logistics Management
- NBA 563** Policy Issues for the 80s
- NBA 564** The Entrepreneur and Small Business Enterprise
- NBA 565** Special Projects in Entrepreneurship

NPP Public Administration Core Courses

- NPP 500** Economic Foundations of Public Policy
- NPP 502** Policy Considerations: The Business-Government Interface
- NPP 503** The Conduct of Public Affairs

NPA Public Administration Elective Courses

- NPA 500** Management of Urban Issues
- NPA 512** Seminar in Public Systems Analysis
- NPA 515** The Politics of Technical Decisions I
- NPA 516** The Politics of Technical Decisions II
- NPA 518** Public Affairs Colloquium

NHP Hospital and Health Services Administration Core Course

- NHP 500** Introduction to Health Services

NHA Hospital and Health Services Administration Elective Courses

- NHA 501** Hospital Strategic Planning
- NHA 502** Psychiatric Institutions: Administration and Practice
- NHA 503** Primary Health Care Services: Policy and Planning
- NHA 504** Legal Aspects of Hospital Administration
- NHA 505** Health Services Research and Evaluation
- NHA 506** Health Economics
- NHA 507** Health and Welfare Policy
- NHA 508** HMO Development and Management
- NHA 509** Health Operations Management
- NHA 510** Seminar in Hospital Management
- NHA 511** Field Studies in Health Administration and Planning
- NHA 513** Long-Term Care Services: Policy and Planning
- NHA 514** Washington Health Policy Field Seminar
- NHA 515** Tertiary Hospital Services
- NHA 516** Selected Topics in the Administration of Teaching Hospitals
- NHA 517** Introduction to Clinical Medicine: The Physician, the Hospital, and the Delivery of Medical Care
- NHA 518** Financial Management of Hospitals

NHA 519 International Comparisons of Health Services and Socioeconomic Development

NHA 520 Labor Relations in the Health Industry

NHA 521 State Government Health Policy Seminar

NCE Common Course Electives

NCE 500 Fund Accounting

NCE 504 Politics and Economics in National and International Perspectives

NCE 505 International Trade and Finance

NCE 506 Politics and Development in the Arabian Gulf

NCE 507 American Business Operations Abroad

NCE 508 International and Comparative Management

NCE 514 Administration of Agricultural and Rural Development

NCE 523 Macroeconomics Theory and Policy

NCE 527 American Industry: Economic Analysis and Public Policy

NCE 528 Topics in Managerial Economics

NCE 540 Organizational Theory and Behavior

NCE 541 Personnel Administration and Human Relations

NCE 542 Processes and Techniques in Organizational Development

NCE 544 Applied Organizational Theory

NCE 545 Seminar in Organizational Theory

NCE 547 Negotiations

NCE 548 Power and Influence

NCE 551 Behavioral Decision Theory

NCE 565 Applied Econometrics

NCE 566 Management Science

NCE 570 Data-Base Management

NCE 580 Seminar in University Administration

NCE 581 Management Writing

NCE 582 Oral Communications

NMI and NRE Research

NMI 500-502 Directed Readings and Research

NRE 502 Seminar in Current Research in Marketing

NRE 503 Advanced Capital Market Theory

NRE 504 Doctoral Seminar in Accounting

NRE 505 Finance Workshop

NRE 942 Social Psychology of Organizing

Faculty Roster

Ahlers, David M., Ph.D., Carnegie-Mellon U. Assoc. Prof., Management

Battistella, Roger M., Ph.D., U. of Michigan. Prof., Medical Care Organization

Begun, James W., Ph.D., U. of North Carolina. Asst. Prof., Health Care Administration

Bent, Fredrick T., Ph.D., U. of Chicago. Assoc. Prof., Public Administration

Bierman, Harold, Jr., Ph.D., U. of Michigan. Nicholas H. Noyes Professor of Business Administration, Business Administration

Brooks, Earl, M.S., American U. Prof., Administration

Bugliari, Joseph B., J.D., Cornell U. Prof., Agricultural and Business Law

Chan, Louis, Ph.D., Rochester U. Asst. Prof., Finance

Dyckman, Thomas R., Ph.D., U. of Michigan. Ann Whitney Olin Professor of Accounting, Accounting

Eastaugh, Steven R., Sc.D., Johns Hopkins U. Asst. Prof., Health Economics and Hospital Finance

Elliott, John A., Ph.D., Cornell U. Asst. Prof., Accounting

Flash, Edward S., Jr., Ph.D., Cornell U. Assoc. Prof., Public Administration

Gautschi, David A., Ph.D., U. of California at Berkeley. Asst. Prof., Marketing

Hass, Jerome E., Ph.D., Carnegie-Mellon U. Prof., Managerial Economics and Finance

Hilton, Ronald W., Ph.D., Ohio State U. Assoc. Prof., Accounting

Jarrow, Robert A., Ph.D., Massachusetts Inst. of Technology. Asst. Prof., Finance

Krackhardt, David, Ph.D., U. of California-Irvine. Asst. Prof., Organizational Behavior

Lind, Robert C., Ph.D., Stanford U. Prof., Economics and Public Administration

McAdams, Alan K., Ph.D., Stanford U. Assoc. Prof., Managerial Economics

McClain, John O., Ph.D., Yale U. Prof., Quantitative Analysis

Morse, Dale, Ph.D., Stanford U. Asst. Prof., Accounting

O'Hara, Maureen, Ph.D., Northwestern U. Asst. Prof., Finance

Oldfield, George S., Ph.D., U. of Pennsylvania. Assoc. Prof., Economics and Finance

Ormancioglu, Levent, Ph.D., Northwestern U. Asst. Prof., Computer Management

Rao, Vithala R., Ph.D., U. of Pennsylvania. Emerson Electric Company Professor of Marketing, Marketing/Quantitative Analysis

Sabavala, Darius J., Ph.D., Columbia U. Asst. Prof., Marketing and Management Science

Smidt, Seymour, Ph.D., U. of Chicago. Nicholas H. Noyes Professor of Economics and Finance, Managerial Economics

Smiley, Robert H., Ph.D., Stanford U. Assoc. Prof., Economics and Public Policy

Swieringa, Robert J., Ph.D., U. of Illinois. Prof., Accounting

Thaler, Richard H., Ph.D., U. of Rochester. Assoc. Prof., Economics and Public Administration

Thomas, David A., Ph.D., U. of Michigan. Prof., Accounting

Thomas, L. Joseph, Ph.D., Yale U. Prof., Production and Quantitative Analysis

Weick, Karl E., Ph.D., Ohio State U. Nicholas H. Noyes Professor of Organizational Behavior, Psychology and Organizational Behavior

Weiss, Elliott N., Ph.D., U. of Pennsylvania. Asst. Prof., Operations Management

Wittink, Dick R., Ph.D., Purdue U. Assoc. Prof., Marketing and Quantitative Methods

Lecturers

Richardson, Gordon D., Ph.D. Candidate, Cornell U., Lec., Accounting

Rosen, Charlotte, Ph.D., Cornell U. Lec., Management Communication

Adjunct and Visiting Faculty

Abelow, William J., J.D., Columbia U. Visiting Assoc. Prof., Labor Relations in the Health Industry

Brown, Douglas R., Ph.D., Syracuse U. Coordinator, Health Services Development and Continuing Education

Chester, Theodore E., C.B.E., J.D., U. of Manchester. Visiting Prof., Comparative Development in Health Services

Crane, Robert M., M.B.A., Cornell U. Visiting Prof., Health Policy

Cunningham, James P., Ph.D., California at San Diego. Asst. Prof., Psychology

Daly, Robert W., M.D., SUNY at Syracuse. Visiting Prof., Administrative Medicine

Delporte, Christian, Ph.D., Cornell U. Visiting Associate Prof., Production Management

Dotson, Arch T., Ph.D., Harvard U. Prof., Government

Esman, Milton J., Ph.D., Princeton U. John S. Knight Professor of International Studies

Kaplan, Eugene A., M.D., SUNY at Syracuse Upstate Medical Center. Visiting Prof., Administrative Medicine

Kern, John E., M.P.A., Cornell U. Visiting Prof., Health Policy and Planning

LaCosta, Cosmo J., M.P.A., New York U. Visiting Prof., Hospital Administration

Ley, Allyn B., M.D., Columbia U. Visiting Prof., Administrative Medicine

Sercu, Piet, D.B.A., Katholieke Universiteit-Leuven (Belgium). Visiting Prof., Finance

Thompson, David D., M.D., Cornell U. Visiting Prof., Hospital Administration

Yanni, Frederick, M.P.A., Cornell U. Visiting Prof., H.M.O. Development and Management