

Johnson Graduate School of Management

Administration

Curtis W. Tarr, dean
 Thomas R. Dyckman, associate dean for academic affairs
 Seymour Smidt, acting director, doctoral program
 James W. Schmotter, associate dean for administration
 Ann L. Calkins, assistant dean for external relations
 Mariea Blackburn, 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, and registrar
 Linda Pike, managing editor, *Administrative Science Quarterly*
 C. Clinton Sidle, director of finance and business operations and executive director of continuing education
 Susan Stone, director of financial aid
 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
- NCC 510 Business-Government Interface
- NCC 511 Business Strategy and Policy

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 Not offered 1988-89.]

General Management

- NBA 560 Business Law
- NBA 561 Advanced Business Law
- NBA 562 An Introduction to Estate Planning
- [NBA 563 Strategic Business Policy Issues Not offered 1988-89.]
- 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 Not offered 1988-89.]
- 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

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

Marketing

NBA 620 Marketing Research

NBA 621 Advertising Management

NBA 622 Marketing Strategy

[NBA 623 Models and Methods for New Products
Not offered 1988–89.]

[NBA 624 Marketing Decision Analysis Not
offered 1988–89.]

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 Not offered
1988–89.]

[NBA 631 Marketing Science Not offered 1988–
89.]

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 Not
offered 1988–89.]

[NRE 503 Doctoral Seminar in Economics Not
offered 1988–89.]

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** Not offered 1988–89.]

Faculty Roster

Abolafia, Mitchell, Ph.D., SUNY at Stony Brook. Asst. Prof., Organizational Behavior
Anderson, Philip, Ph.D., Columbia U. Asst. Prof., Organizational Behavior
Battistella, Roger M., Ph.D., U. of Michigan. Prof., Health Policy and Management
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
DeGraba, Patrick, Ph.D., U. of Pennsylvania. Asst. Prof., Economics
Dyckman, Thomas R., Ph.D., U. of Michigan. Ann Whitney Olin Professor of Accounting, 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
Jarrow, 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
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
Oldfield, George S., Ph.D., U. of Pennsylvania. Prof., Economics and 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
Smiley, Robert H., Ph.D., Stanford U. Prof., Economics and Policy
Tarr, Curtis W., Ph.D., Stanford U. Dean and 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

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
Grossman, Dale A., J.D., American U. Lec., Business Law
Hill, Ronald P., Ph.D., U. of Maryland. Visiting Asst. Prof., Marketing
Katz, Jan, Ph.D., Massachusetts Inst. of Technology. Visiting Asst. Prof., International Business and Marketing
Pempel, T. J., Ph.D., Columbia U. Prof., Government
Schmotter, James W., Ph.D., Northwestern U. Lec., Business History
Wendell, Hall, Jr., Executive-in-Residence