

JOHNSON GRADUATE SCHOOL OF MANAGEMENT

ADMINISTRATION

Alan G. Merten, dean

Thomas R. Dyckman, associate dean for academic affairs

James W. Schmotter, associate dean

Ann L. Calkins, assistant dean for external relations

John A. Elliott, director, doctoral program

Nancy Milne, director of admissions

Paul Brenner, director of corporate relations

Harriet Peters, director of advising and student activities

John P. McKeown, director of finance and business operations

L. Joseph Thomas, director of the Executive Development Program

Craig M. McAllaster, director of executive education

Eugene Ziegler, director of computing services

Donald Schnedeker, librarian

Rhea J. Nickerson, assistant to the dean

Nancy A. Culligan, business manager and director of personnel

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

Linda Pike, managing editor, *Administrative Science Quarterly*

Ann W. Richards, registrar and financial aid associate

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. Five percent of the students begin their graduate training immediately after receiving their bachelor's degrees and the remaining 95 percent following work experience.

Combined degree programs allow highly qualified Cornell students to co-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 from the Office of

Admissions and Student Affairs, Johnson Graduate School of Management, Malott Hall.

Students in other graduate programs and undergraduate students registered with the university are welcome in many classes. Since matriculated MBA students require certain courses for graduation, non-Johnson School students are not allowed to pre-enroll. During the first week of classes, registration of non-Johnson School students occurs on a space available basis.

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 Accounting for Mergers and Consolidations
- 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 Advanced Accounting

Economics

- NBA 520 Pricing and Strategy
- NBA 522 Managerial Economics
- NBA 523 Business and Economic Forecasting
- NBA 527 Applied Price and Theory
- NBA 528 Economics of Organizations

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 Corporate Finance
- NBA 546 Options, Bonds, and Commodities
- NBA 551 Asset Valuation
- NBA 552 Case Studies in Finance
- NBA 553 Financial Accounting for Manufacturing
- NBA 554 International Finance

General Management

- NBA 560 Business Law
- NBA 561 Advanced Business Law
- NBA 562 An Introduction to Estate Planning
- NBA 564 Entrepreneurship and Enterprise
- NBA 565 Law of Business Associations
- NBA 567 Management Writing
- NBA 568 Oral Communication
- NBA 569 Management Consulting
- NBA 575 Advanced Consulting
- NBA 576 The World Geopolitical Environment of Business
- NBA 577 The Political, Legal, and Regulatory Environment of Business
- NBA 579 Business Strategy and Policy

International Management

- NBA 580 Industrial Policy: Lessons for the United States from Japan and Europe
- NBA 583 Market Transactions in Eastern Europe
- NBA 584 Management of the Multinational Corporation
- NBA 588 International Human Resources Management

Management Information Systems

- NBA 600 Data Base Management
- NBA 605 Expert Systems
- NBA 606 Business Data Communications
- NBA 609 MIS Policy

Marketing

- NBA 620 Marketing Research
- NBA 621 Advertising Management
- NBA 622 Marketing Strategy
- NBA 623 Models and Methods for New Products
- NBA 625 International Marketing
- NBA 626 Consumer Behavior
- NBA 635 Marketing Models

Operations Management

- NBA 641 Business Logistics Management
 NBA 642 Applied Econometrics
 NBA 644 Quality Management
 NBA 645 Developments in Production Management
 NBA 649 International Operations Management

Behavioral and Organizational Science

- NBA 663 Behavioral Decision Theory
 NBA 665 Managing Innovation and Technological Change
 NBA 666 Negotiations

NMI AND NRE RESEARCH AND ADVANCED STUDIES

- NMI 500-502 DIRECTED READINGS AND RESEARCH
 NRE 502 Doctoral Seminar in Marketing
 NRE 504 Doctoral Seminar in Accounting
 NRE 508 Doctoral Seminar in Operations Management
 NRE 509 Doctoral Seminar in Organizational Behavior
 NRE 513 Doctoral Seminar in Finance
 NRE 516 Incentives, Games, and Contracts
 NRE 517 Negotiations and Dispute Resolution
 NRE 528 Asset and Decision Making

FACULTY ROSTER

- Anderson, Philip, Ph.D., Columbia U. Asst. Prof., Organizational Behavior
 Bailey, Warren B., Ph.D. U. of California at Los Angeles. Asst. Prof., Finance
 Bell, Nancy E., 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
 Bloomfield, Robert J., Ph.D., U. of Michigan. Acting Asst. Prof., Accounting
 Carr, Peter P., Ph.D., U. of California at Los Angeles. Asst. Prof., Finance
 Chintagunta, Pradeep K., Ph.D., Northwestern U. Asst. Prof., Marketing
 Conway, Richard W., Ph.D., Cornell U. Emerson Electric Professor of Manufacturing Management, Prof., Information Systems
 DeGraba, Patrick J., 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
 Frank, Robert, Ph.D., U. of California at Berkeley. Prof., Economics
 Freeman, John, Ph.D., North Carolina at Chapel Hill. Prof., Organizational Behavior
 Gibbons, Robert S., Ph.D. Stanford U. Assoc. Prof., Economics
 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 M., Ph.D., Stanford U. S. C. Johnson Professor of Marketing, Prof., Organizational Behavior, Prof., Psychology
 Jaquier, Eric, Ph.D., U. of Chicago. Acting Asst. Prof., Finance
 Jarrow, Robert A., Ph.D., Massachusetts Inst. of Technology. Ronald P. and Susan E. Lynch Professor of Investment Management, Prof., Finance and Economics
 Kumar, Akhil, Ph.D., U. of California at Berkeley. Asst. Prof., Management Information Systems
 Libby, Robert, Ph.D., U. of Illinois. David A. Thomas Professor of Management, 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
 Merten, Alan G., Ph.D., U. of Wisconsin. Anne and Elmer Lindseth Dean of the Johnson Graduate School of Management, Prof., Management Information Systems
 Michaley, Roni, Ph.D., New York U. Asst. Prof., Finance
 Nelson, Mark W., Ph.D., Ohio State U. Asst. Prof., Accounting
 O'Hara, Maureen, Ph.D., Northwestern U. Assoc. Prof., Finance
 Orman, Levent V., Ph.D., Northwestern U. Assoc. Prof., Information Systems
 Rao, Vithala R., Ph.D., U. of Pennsylvania. Deane W. Malott Professor of Management, 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
 Smidt, Seymour, Ph.D., U. of Chicago. Nicholas H. Noyes Professor of Economics and Finance
 Stayman, Douglas M., Ph.D., U. of California at Berkeley. Asst. Prof., Marketing
 Thaler, Richard H., Ph.D., U. of Rochester. Henrietta Johnson Louis Professor of Management
 Thomas, L. Joseph, Ph.D., Yale U. Nicholas H. Noyes Professor of Manufacturing, Operations Management
 Valley, Kathleen L., Ph.D., Northwestern U. Acting Asst. Prof., Organizational Behavior
 Waldman, Michael, Ph.D., U. of Pennsylvania. Prof., Economics
 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

- Curtis, Richard T., MBA, Cornell U. Part-time Lec., Finance
 Katz, Jan, Ph.D., Massachusetts Inst. of Technology. Lec., International Business and Marketing
 Mink, Barbara E., M.A., Cornell U. Lec., Management Communication
 Pike, Alan S., M.A., Cornell U. Sr. Lec., Management Communication
 Rosen, Charlotte, Ph.D., Cornell U. Sr. Lec., Coordinator, Management Communication

Adjunct and Visiting Faculty

- Abowd, John M., Ph.D., U. of Chicago. Assoc. Prof., Labor Economics
 Grossman, Dale A., J.D., American U. Lec., Business Law
 Schuler, Richard E., Ph.D., Brown U. Prof. Economics, Prof. Civil & Environmental Engineering
 Stark, David, Ph.D., Northwestern U. Assoc. Prof., Sociology
 Trotman, Ken, Ph.D., Australian Grad. School of Management. Visiting Prof. Accounting