

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

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 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

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

DeGraba, 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

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

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