

## 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 and director of career services

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 associates

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 Not offered 1991-92]**

**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 Taxation and Business Strategy Not offered 1991-92]**

**[NBA 508 Advanced Accounting Not offered 1991-92]**

#### Economics

**NBA 522 Managerial Economics**

**[NBA 525 Executive Compensation Not offered 1991-92]**

**[NBA 527 Applied Price and Theory Not offered 1991-92]**

#### Finance

**NBA 539 Finance and Accounting for Manufacturing**

**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 545 Corporate Finance**

**NBA 546 Options, Bonds, and Commodities**

**[NBA 547 Investment Banking Not offered 1991-92]**

**[NBA 548 Trading Not offered 1991-92]**

**NBA 550 Financial Instruments and Contracts**

**NBA 551 Advanced Investment Management**

**NBA 552 Case Studies in 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 572 Law of Mergers and Acquisitions**

**NBA 575 Advanced Consulting**

**NBA 576 The World Geopolitical Environment of Business**

**NBA 577 The Political, Legal, and Regulatory Environment of Business**

**NBA 578 Business 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 Not offered 1991-92]**

**NBA 583 Market Transactions in Eastern Europe**

**NBA 584 Management of the Multinational Corporation**

**NBA 585 International Finance**

**NBA 589 Business in Japan**

## Management Information Systems

- NBA 600 Data-Base Management**  
**NBA 601 Information Systems in Manufacturing**  
**NBA 605 Expert Systems**  
**NBA 606 Computer Networks in Distributed Systems**  
**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 Not offered 1991-92]**  
**NBA 625 International Marketing**  
**NBA 626 Consumer Behavior**  
**NBA 629 Industrial and High-Tech Marketing**  
**[NBA 632 Marketing Analysis and Planning Not offered 1991-92]**  
**[NBA 634 The Whys and Wherefores of Advertising Practice Not offered 1991-92]**  
**NBA 635 Marketing Models**  
**NBA 636 Promotion Management**

## Operations Management

- NBA 640 Production Management**  
**NBA 641 Business Logistics Management**  
**NBA 642 Applied Econometrics**  
**NBA 643 Management Science**  
**[NBA 647 Projects in Scheduling of Manufacturing Operations Not offered 1991-92]**

## Behavioral and Organizational Science

- [NBA 663 Behavioral Decision Theory Not offered 1991-92]**  
**[NBA 665 Managing Innovation and Technological Change Not offered 1991-92]**  
**NBA 666 Negotiations**  
**NBA 668 Organizational Politics**

## 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  
 Bailey, Warren B., Ph.D. U. of California at Los Angeles. Asst. Prof., Finance  
 Bayus, Barry L., Ph.D., U. of Pennsylvania. Asst. Prof., Marketing  
 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  
 Bugliari, Joseph B., J.D., Cornell U. Prof., Agricultural and Business Law  
 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  
 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  
 Jarow, Robert A., Ph.D., Massachusetts Inst. of Technology. Ronald P. and Susan E. Lynch Professor of Investment Management, Prof., Finance and 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. 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  
 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  
 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  
 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. 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  
 Bradt, L. Jack, B.M.E., Cornell U. Executive-in-Residence  
 Grossman, Dale A., J.D., American U. Lec., Business Law  
 Pempel, T. J., Ph.D., Columbia U. Prof., Government  
 Smith, Donald E., M.B.A., B.S.M.E., U. of Pittsburgh. Lec., Industrial Marketing  
 Stark, David, Ph.D., Northwestern U. Assoc. Prof., Sociology