

“One Course, plus Cornell’s small class sizes, translates to a high-commitment, high-accountability learning environment. There’s simply no better preparation for the world of work.”
Santhi Hejeebu, Associate Professor of Economics and Business

All Cornell business majors complete a common set of core courses in economics, accounting, and statistics. From there, one of three concentrations are chosen:

- Finance
- Business analytics
- Actuarial science

DEVELOPING BUSINESS LEADERS FOR THE 21ST CENTURY

Modern businesses require leaders with a range of skills, a broad worldview, and the ability to adapt quickly to new challenges and opportunities. Rooted in the liberal arts and taking advantage of Cornell’s One Course At A Time curriculum, students in this program develop skills and experiences that are essential for their first jobs, and they are prepared for greater responsibility as their careers thrive.

In Cornell’s business program, students will:

- Learn multiple ways of framing problems, not just bottom-line calculations.
- Develop strong writing, teamwork, and presentation skills in small classrooms.
- Become responsible decision-makers, rooted in a complex understanding of a global community.
- Become career-ready in emerging and high-demand business fields, while gaining solid preparation for nationally recognized business certifications.
- Apply mathematical ideas to a range of social and business problems, frequently using real-world business cases or simulations.

BUSINESS MAJOR CONCENTRATIONS

FINANCE

Finance is a field that merges economics with accounting. It investigates the allocation of monetary assets and liabilities, particularly over time and under conditions of uncertainty.

The finance concentration prepares students for careers in the financial sector proper, as

well as for careers in finance and accounting divisions of organizations across the economy. This track covers topics that are necessary for success in the Chartered Financial Analyst, level I exam (CFA) administered by the CFA Institute. Average starting salary in finance is \$56,500, according to the National Association of Colleges and Employers (NACE).

BUSINESS ANALYTICS

Business analytics blends economics, statistics, and computer science. With the rapid growth in data and low-cost computing, businesses are applying business analytics techniques to every business function from operations to talent management to marketing.

The business analytics concentration includes courses in areas such as data visualization, statistical analysis, database management, and modeling decision-making. The business analytics track prepares students for passage of the SAS Certified Statistical Business Analyst Credential. This certification is for business professionals who carry out applied statistical analysis and is administered by the SAS Institute Incorporated. A report by the McKinsey Global Institute estimates that there will be 1.5 million open positions for people with business analytics training by 2018.

ACTUARIAL SCIENCE

Actuarial science is a field that applies mathematics and statistics to the assessment of risk. Insurance companies, financial planners, and multinational corporations all rely on the deep analytical skills of actuaries.

This concentration is ideally suited for students inclined to double major in mathematics. The actuarial science track prepares students for the first two actuarial exams, Financial Mathematics (FM) and Probability (P), administered by the Society of Actuaries. Average starting salary in this field is \$72,800 (NACE).

INDIVIDUALIZED PROGRAMS IN BUSINESS

The economics and business major offers more flexibility in choosing electives and may be a good option if you want to customize a program in business beyond the three concentrations offered in the business major.

AAMER FAROOQI *Professor of Economics and Business*

Specializes in international economics, with particular interests in East Asian economic development and environmental issues in developing countries. His courses include Economic Development, International Economics, Economies of East Asia, and Global Environmental Economics. Ph.D. and M.A., University of Pittsburgh; M.A., Ohio State University; B.A., Denison University.

SANTHI HEJEEBU *Associate Professor of Economics and Business*

Has interests in applied microeconomics, economics of organization, and economic history. Her courses include Economics of Organizations, Business Analytics, and Markets and Social Networks. She enjoys taking students off campus to visit businesses, archives, and museums. Guest lecturers, business leaders, and scholars are integral to her courses. Her scholarship has appeared in numerous academic journals and monographs including the Journal of Economics and Management Strategies, Journal of Economic History, and Business History. Ph.D., University of Iowa; M.A., University of Iowa; B.A., University of Maryland-Baltimore County.

TODD KNOOP *David Joyce Professor of Economics and Business*

Has interests in macroeconomic policy, business cycles, financial crises, and economic growth. His courses include Money and Banking, Economics of Recessions and Depressions, Growth Theory, and Econometrics. He is the author of the 2009 book “Recessions and Depressions: Understanding Business Cycles” and the 2007 book “Modern Financial Macroeconomics: Panics, Crashes, and Crises,” as well as articles in Canadian Journal of Economics, Economic Inquiry, and Southern Economic Journal. Ph.D., Purdue University; M.A. and B.A., Miami University.



BENEFITS OF ONE COURSE AT A TIME

Because of this distinctive block calendar, Cornell students have the opportunity to experience aspects of economic and business life that are outside the reach of most undergraduates. Textbooks come alive when students meet the people, visit the places, and directly observe the processes being studied. In addition to taking students off campus, Cornell regularly hosts business leaders, best-selling authors, and scholars in on-campus classes. These economic lessons learned through firsthand experience will affect students throughout their careers.

The Berry Career Institute and the McWethy Program for Economics, Business & Public Policy support business majors through internships, leadership development, and other opportunities. Students go to actual businesses, talk with business leaders, and discuss real problems, which helps students build bridges between what they learned in the classroom and what they have seen in the business world. Block-long, off-campus study opportunities are offered in Argentina, Chicago, Shanghai, Dallas, and more.

CURRICULUM HIGHLIGHTS

Students are encouraged to learn through firsthand experience, whether on the trading floor in Chicago's financial district or on the floor of factories in emerging global markets. In upper level courses, students have the opportunity to follow a major case study with an actual organization and develop solutions to real life problems. Courses such as sports economics, during which students travel to professional sporting clubs in Dallas, illustrate how interest in multiple fields can blend seamlessly within the classroom.

INTERNSHIPS/FELLOWSHIPS

Students in business are encouraged to pursue internships as an integral part of their coursework. Working in consultation with a faculty advisor, students may be eligible to receive academic credit for an internship. Recent locations include:

- AXA Equitable, LaCrosse, Wisconsin (Class of 2019)
- Torchmark Corporation, McKinney, Texas (Class of 2019)
- Nortek Air Solutions, Eden Prairie, Minnesota (Class of 2019)
- Northwestern Mutual Life Insurance, (Class of 2019)
- Arizona Diamondbacks, Phoenix, Arizona (Class of 2018)
- Republican National Committee, Washington, D.C. (Class of 2018)
- Amazing Edibles, Chicago, Illinois (Class of 2018)

AFTER CORNELL

ALUMNI CAREERS

Financial representative, Northwestern Mutual Life Insurance, Cedar Rapids, Iowa (Class of 2016)

Management trainee, Geico Insurance, Coralville, Iowa (Class of 2016)

Financial account analyst, Arrow Electronics, Englewood, Colorado (Class of 2016)

Credit analyst, GreatAmerica Financial Services Corporation, Cedar Rapids, Iowa (Class of 2016)

Documents specialist, GreatAmerica Financial Services Corporation, Cedar Rapids, Iowa (Class of 2016)

Recruiter, The Jacobson Group, Chicago, Illinois (Class of 2015)

Implementation consultant, Epic Systems, Madison, Wisconsin (Class of 2015)

Baseball data collections analyst, Stats, LLC, Northbrook, Illinois (Class of 2015)

Fund accounting specialist, JPMorgan Chase, Elgin, Illinois (Class of 2015)

Capacity planning assistant, Vanguard EMS, Beaverton, Oregon (Class of 2015)

Financial institution specialist, Federal Deposit Insurance Corporation, Madison, Wisconsin (Class of 2015)

Investment Brokerage Professional, Vanguard, Phoenix, Arizona (Class of 2015)

Risk analyst, Aegon Asset Management, Cedar Rapids, Iowa (Class of 2014)

Loan officer assistant, Academy Mortgage Corporation, Chandler, Arizona (Class of 2014)

Bank examiner, Federal Deposit Insurance Corporation, Harrisburg, Pennsylvania (Class of 2014)

Fulbright teaching assistant, South Korea (Class of 2014)

GRADUATE SCHOOLS ATTENDED

M.A., data science, Georgetown University, Washington, D.C. (Class of 2016)

Ph.D., natural resource economics, University of Wisconsin-Madison, Madison, Wisconsin (Class of 2016)

J.D., Washington University in St. Louis, St. Louis, Missouri (Class of 2015)

J.D.-M.B.A., University of Wisconsin-Madison, Madison, Wisconsin (Class of 2015)

M.A., finance, University of Melbourne, Melbourne, Australia (Class of 2015)

M.A., actuarial science, University of Iowa, Iowa City, Iowa (Class of 2014)

AARON MILLER

Assistant Professor of Business Analytics

Specializes in analytics with interests in health analytics and health economics. His courses include Introduction to Analytics, Business Analytics I, and Data Visualization. His research interests include costs of infectious diseases, identifying medical errors and misdiagnoses, and topics in hospital epidemiology. Ph.D. and M.A., University of Iowa; B.A., Creighton University.

JERRY SAVITSKY

Professor of Economics and Business

Has interests in labor market discrimination, the economics of women and the family, and game theory. His courses include Labor Market Issues, The Economics of Sports, Industrial Organization, and Women, Men, and the Labor Market. Ph.D. and M.A., Virginia Polytechnic Institute and State University; B.A., Mercer University.

HUAN CAI

Assistant Professor of Economics and Business

Specializes in finance with interests in contract theory and corporate finance. Her courses include Investments, Financial Accounting, Introduction to Financial Management, and Financial Management Seminar. She was one of the co-founders of Yeejee.com, a Chinese social network website. She also worked as an actuarial professional in a life insurance company. Ph.D., University of Utah; B.A., Tsinghua University.