

# Management

“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 management majors complete a common set of core courses in economics, accounting, and statistics along with their business program colleagues. From there, students make a choice between two tracks:

- Business management courses help the student become a generalist -someone who becomes conversant with all the workings of how businesses succeed and fail.
- Personnel management courses focus on talent management and come to understand the fine details of how human capital impact businesses and organizations.

Cornell prepares students for their entire careers. Since the business world is characterized by rapid change, fundamental skills in reasoning and quantitative analysis—complemented by a broad-based liberal arts experience—provide the best preparation for long-term professional success.

In Cornell’s management 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.
- Apply mathematical ideas to a range of social and business problems, frequently using real-world business cases or simulations.

## NEW MAJORS MEET BUSINESS NEEDS

Cornell continues to evaluate market needs for our business and economics offerings and identified the need for a major in Management practices. The curriculum for this major is available as of fall 2017. Current students and incoming students will be able to pursue this course of study immediately while the majors are pending approval by the Higher Learning Commission.

### BUSINESS MANAGEMENT

Business management majors will spend their course of study pulling back the curtain to understand how the elements of a business interact. Students will understand how a business is impacted by economics, finance, analytics, and human factors so that they will be prepared to meet one of hiring managers’ top requirements for entry-level employees; understanding how to work closely with colleagues across an organization to make effective business decisions.

Students will explore multiple career directions through exploratory coursework, job shadowing, and internship opportunities that will help determine what roles to pursue in the business world. This may lead students directly into a career in industry or small business, or they may choose to continue on to graduate school in pursuit of an MBA.

### PERSONNEL MANAGEMENT

Personnel management majors become specialists in understanding how the people within an organization affect the business process. Studies repeatedly show that the cost to hire and train new employees can be a drain on a company’s finances, so businesses and organizations around the world are working to improve employee retention and satisfaction.

Students of talent management step into a

## Faculty Bios & Courses

### A’AMER 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. and M.A., University of Iowa; B.A., University of Maryland-Baltimore County.

### TODD KNOOP *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 four books including “Recessions and Depressions: Understanding Business Cycles” and “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.



field where they can be on the forefront of ongoing research. The skills learned in this major can be used to help an organization revamp its current practices and improve its culture, or can be applied to development of the ideal talent structure in multiple business environments. At completion of this program some students will step directly into roles in human resource departments or recruiting organizations, others may choose to go on to pursue a masters degree in management.

#### **BENEFITS OF ONE COURSE AT A TIME**

Cornell's distinctive One Course At A Time curriculum creates unique opportunities that are outside the reach of most undergraduates at other colleges. Since Cornell students focus on one course, and have no competing academic obligations, they can spend many hours, or possibly the entire day, interacting with distinguished visitors. The department regularly hosts business executives, best-selling authors, and policy experts in the classroom. One Course At A Time also makes it easier for classes to travel off campus.

The Berry Career Institute and the McWethy Program for Economics, Business & Public Policy support management 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.

#### **AFTER CORNELL**

While the Management major is newly launched, many of our graduates have applied their Business and Economics department education and interests in the management field to pursue careers that align with our new degree program.

#### **ALUMNI CAREERS**

Management trainee, Geico Insurance, Coralville, 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)

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

Benefits operations manager, Aon Hewitt, Chicago, Illinois (Class of 2014)

Quality assurance analyst, Prime Therapeutics, Eagan, Minnesota (Class of 2014)

Administrative fellow, University of Iowa Hospitals and Clinics, Iowa City, Iowa (Class of 2013)

Health Care process design specialist, Target Corp., Minneapolis, Minnesota (Class of 2013)

Associate relationship manager, Principal Financial Group, Des Moines, Iowa (Class of 2012)

#### **GRADUATE SCHOOLS ATTENDED**

Recent graduates have been accepted at the following programs:

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

M.A., international relations, London School of Economics, London, England (Class of 2014)

M.A., marketing analysis, DePaul University, Chicago, Illinois (Class of 2013)

M.B.A., Bentley University, Boston, Massachusetts (Class of 2013)

M.A., advanced international studies, Johns Hopkins University, Baltimore, Maryland (Class of 2012)

M.A., supply chain management, Case Western Reserve University, Cleveland, Ohio (Class of 2012)

M.B.A., Ohio State University, Columbus, Ohio (Class of 2012)

M.B.A., sports management, Ohio University, Athens, Ohio (Class of 2012)

M.A., public affairs, University of Washington,

#### **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.