

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, 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 impacts 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. Cornell management program students:

- Learn multiple ways of framing problems, not just bottom-line calculations.
- Develop strong writing, teamwork, and, presentation skills in small classes.
- 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 spend their course of study pulling back the curtain to understand how the elements of a business interact. Students learn how a business is impacted by economics, finance, analytics, and human factors to prepare 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.

Management majors 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 M.B.A.

According to the National Association of Colleges and Employers (NACE), average starting salary for management majors in 2016 was \$54,019.

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.

Faculty Bios & Courses

A’AMER FAROOQI *Professor of Economics and Business*

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

SANTHI HEJEEBU *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. She is co-author of “Humanism Challenges Materialism in Economics and Economic History” (2017). Her scholarship has appeared in numerous academic journals. Ph.D., University of Iowa; 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 author of “Global Finance in Emerging Market Economies” (2015), “Recessions and Depressions: Understanding Business Cycles” (2009), and “Modern Financial Macroeconomics: Panics, Crashes, and Crises” (2007) 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.

Students of talent management step into a 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 develop 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 master's degree in management.

According to the National Association of Colleges and Employers (NACE), average starting salary for personnel management/human resources majors in 2016 was \$52,313.

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

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, Seattle, Washington (Class of 2012)

M.B.A., Harvard University, Cambridge, Massachusetts (Class of 2009)

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.

CYNTHIA BRADLEY *Lecturer in Business Analytics*

Has over 25 years of professional experience in business intelligence, information technology, and program management. Has held executive positions at major enterprises such as GoDaddy, TaxAct, and MCI. Her courses include Data Visualization, Business Analytics I, and Analytics Case Seminar. M.S., business intelligence and analytics, St. Joseph's University; B.A., accounting, University of Northern Iowa

ELMIRA SHEKARI NAMIN

Visiting Assistant Professor of Economics and Business
Specializes in finance with interests in empirical asset pricing, market microstructure, and fixed income securities. Her courses include Investments, Financial Accounting, Introduction to Financial Management, Asset Valuation, and Financial Management Seminar. Has industry experience as investment advisor and credit analyst. Ph.D. candidate (finance), University of Rhode Island; M.S., industrial engineering, Islamic Azad University; B.S., mathematics, Shahid Beheshti University.