

Graduate School of Business and Public Administration

Administration

Edward G. Jordan, dean
 David A. Thomas, associate dean
 Edward T. Lewis, associate dean for external affairs
 Thomas J. Calo, assistant dean for placement
 James W. Schmotter, assistant dean for admissions and student affairs
 JoAnne F. Kloppenburg, registrar and assistant director of admissions and student affairs
 Ann L. Calkins, director of external affairs
 Harriet A. Peters, assistant director of placement—Sloan Program
 Caroline Violette, director of administration, Public Administration Program

The Graduate School of Business and Public Administration prepares men and women for managerial careers in private business, public service, and health care. The school offers course work in many disciplines to provide potential business, public, and health 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.], Master of Public Administration [M.P.A.], or Master of Professional Studies (Hospital and Health Services Administration) [M.P.S. (H.H.S.A.)]. Students may also earn an M.B.A. with a concentration in public or health administration. Over half of the students have a background of undergraduate studies in arts and sciences and about one-quarter in engineering. One-half of the students begin their graduate training immediately after receiving their bachelor's degrees and the remaining half 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 and comprehensive education in administration, primarily for those who seek careers in teaching and research.

More-detailed information about these programs is available in the *Announcement of the Graduate School of Business and Public Administration*, obtainable from the Assistant Dean for Admissions and Student Affairs, Graduate School of Business and Public Administration, Malott Hall.

NCC Common Core Courses

- NCC 500** Managerial Accounting
- NCC 501** Quantitative Methods for Management
- NCC 502** Economic Principles for Management
- NCC 503** Introduction to Computer Programming
- NCC 504** Introduction to Management Information Systems

NBP Business Administration Program Core Courses

- NBP 500** Marketing Management
- NBP 501** Production and Operations Management
- NBP 502** Managerial Finance
- NBP 503** Business Policy
- NBP 504** Introduction to the Business-Government Interface

NBA Business Administration Elective Courses

- NBA 500** Intermediate Accounting
- NBA 501** Advanced Accounting
- NBA 502** Cost Accounting
- NBA 504** Introduction to Taxation Affecting Business and Personal Decision Making
- NBA 505** Auditing
- NBA 506** Financial Information Evaluation
- NBA 507** Federal Income Tax
- NBA 508** Advanced Cost Accounting
- NBA 510** Law of Business Associations
- NBA 511** Advanced Business Law
- NBA 513** An Introduction to Estate Planning
- NBA 514** Financial Policy Decisions
- NBA 515** Economic Evaluation of Capital Investment Projects
- NBA 516** Investment Management
- NBA 517** Security Analysis
- NBA 518** Financial Markets and Institutions
- NBA 519** Seminar in Bank Management
- NBA 521** Finance Theory
- NBA 524** Options, Bonds, and Commodities
- NBA 525** Investment Banking
- NBA 541** Marketing Research
- NBA 542** Advertising Management
- NBA 544** Seminar in Marketing Planning: Topics and Cases
- NBA 545** Management of Marketing Intermediaries
- NBA 546** Marketing Decision Analysis
- NBA 547** Demand Analysis and Consumer Behavior
- NBA 548** Marketing Management of Industrial Products
- NBA 550** Special Topics In Marketing Management

- NBA 551** Topics in Consumer Behavior
- NBA 552** Seminar in Current Research in Marketing
- NBA 553** Product Planning
- NBA 559** Research Methods in Operations Management
- NBA 560** Production Management
- NBA 562** Business Logistics Management
- NBA 563** Policy Issues for the 80s

NPP Public Administration Program Core Course

- NPP 500** Economic Foundations of Public Policy
- NPP 501** Public Financial Management
- NPP 502** Policy Considerations: The Business-Government Interface
- NPP 503** The Conduct of Public Affairs

NPA Public Administration Elective Courses

- NPA 500** Urban Government Operations
- NPA 507** Integrative Seminar: Education for Public Management Program (Part I)
- NPA 508** Integrative Seminar: Education for Public Management Program (Part II)
- NPA 512** Seminar in Public Systems Analysis
- NPA 515** The Politics of Technical Decisions I
- NPA 516** The Politics of Technical Decisions II
- NPA 518** Public Affairs Colloquium
- NPA 520** Legal Process
- NPA 521** Energy and Public Policy
- NPA 522** Issues in Energy Policy

NHP Hospital and Health Services Administration Program Core Course

- NHP 500** Introduction to Health Services

NHA Hospital and Health Services Administration Program Elective Courses

- NHA 501** Hospital Strategic Planning
- NHA 502** Psychiatric Institutions: Administration and Practice
- NHA 503** Primary Health Care Services: Policy and Planning
- NHA 504** Legal Aspects of Hospital Administration

NHA 505 Health Services Research and Evaluation

NHA 506 Health Economics

NHA 507 Health and Welfare Policy

NHA 508 Introduction to HMOs

NHA 509 Health Operations Management and Planning

NHA 510 Seminar in Hospital Management

NHA 511 Field Studies in Health Administration and Planning

NHA 513 Long-Term Care Services: Policy and Planning

NHA 514 Washington Health Policy Field Seminar

NHA 515 Orientation to Tertiary Hospital Services

NHA 516 Selected Topics in the Administration of Teaching Hospitals

NHA 517 Introduction to Clinical Medicine: The Physician, the Hospital, and the Delivery of Medical Care

NHA 518 Financial Management of Hospitals

NHA 519 International Comparisons of Health Services

NHA 520 Labor Relations in the Health Industry

NHA 521 State Government Health Policy Seminar

NCE Common Course Electives

NCE 500 Fund Accounting

NCE 504 The Political Economy in National and International Perspectives

NCE 505 International Trade and Finance

NCE 507 American Business Operations Abroad

NCE 514 Administration of Agricultural and Rural Development

NCE 523 Macroeconomic Theory and Policy

NCE 526 Government Regulation of Business

NCE 527 American Industry: Economic Analysis and Public Policy

NCE 528 Topics in Managerial Economics

NCE 540 Organizational Theory and Behavior

NCE 541 Personnel Administration and Human Relations

NCE 542 Processes and Techniques in Organizational Development

NCE 547 Negotiations

NCE 548 Behavioral Science and Managing

NCE 549 Sociotechnical Issues in Office Automation

NCE 551 Behavioral Decision Theory

NCE 564 Applied Multivariate Analysis

NCE 565 Applied Econometrics

NCE 566 Management Science

NCE 568 Computer-Based Modeling

NCE 581 Management Writing

NCE 582 Oral Communication

NMI and NRE Research

NMI 500-502 Directed Reading and Research

NMI 510 Personal Computing Laboratory

NRE 503 Advanced Capitol Market Theory

NRE 504 Doctoral Seminar in Accounting

NRE 505 Finance Workshop

NRE 506 Doctoral Seminar in Monetary Economics

NRE 507 Advanced Corporate Finance Theory

NRE 508 Advanced Seminar in Banking and Financial Markets

NRE 942 Social Psychology of Organizing

Faculty Roster

Ahlers, David M., Ph.D., Carnegie-Mellon U. Assoc. Prof., Management

Battistella, Roger M., Ph.D., U. of Michigan. Prof., Medical Care Organization

Begun, James W., Ph.D., U. of North Carolina. Asst. Prof., Health Care Administration

Bent, Fredrick T., Ph.D., U. of Chicago. Assoc. Prof., Public Administration

Bierman, Harold, Jr., Ph.D., U. of Michigan. Nicholas H. Noyes Professor of Business Administration, Business Administration

Brooks, Earl, M.S., American U. Prof., Administration

Bugliari, Joseph B., J.D., Cornell U. Prof., Agricultural and Business Law

Dyckman, Thomas R., Ph.D., U. of Michigan. Ann Whitney Olin Professor of Accounting, Accounting

Eastaugh, Steven R., Sc.D., Johns Hopkins U. Asst. Prof., Health Economics and Hospital Finance

Elliott, John A., Ph.D., Cornell U. Asst. Prof., Accounting

Flash, Edward S., Jr., Ph.D., Cornell U. Assoc. Prof., Public Administration

Gautschi, David A., Ph.D., U. of California at Berkeley, Asst. Prof., Marketing

Hass, Jerome E., Ph.D., Carnegie-Mellon U. Prof., Managerial Economics and Finance

Hilton, Ronald W., Ph.D., Ohio State U. Assoc. Prof., Accounting

Jarrow, Robert A., Ph.D., Massachusetts Inst. of Technology. Asst. Prof., Finance

Jordan, Edward G., M.B.A., Stanford U. Prof., Management

Lind, Robert C., Ph.D., Stanford U. Prof., Economics and Public Administration

Lodahl, Thomas M., Ph.D., U. of California at Berkeley. Prof., Administration

McAdams, Alan K., Ph.D., Stanford U. Assoc. Prof., Managerial Economics

McClain, John O., Ph.D., Yale U. Assoc. Prof., Quantitative Analysis

Morse, Dale, Ph.D., Stanford U. Asst. Prof., Accounting

O'Hara, Maureen, Ph.D., Northwestern U. Asst. Prof., Finance

Oldfield, George S., Ph.D., U. of Pennsylvania. Assoc. Prof., Economics and Finance

Ormancioglu, Levent, Ph.D., Northwestern U. Asst. Prof., Computer Management

Rao, Vithala R., Ph.D., U. of Pennsylvania. Emerson Electric Company Professor of Marketing, Marketing/Quantitative Analysis

Reece, Douglas K., Ph.D., U. of California at Berkeley. Asst. Prof., Information Systems and Management Science

Rudd, Andrew T., Ph.D., U. of California at Berkeley. Asst. Prof., Finance and Operations Research

Sabavala, Darius J., Ph.D., Columbia U. Asst. Prof., Marketing and Management Science

Smidt, Seymour, Ph.D., U. of Chicago. Nicholas H. Noyes Professor of Economics and Finance, Managerial Economics

Smiley, Robert H., Ph.D., Stanford U. Assoc. Prof., Economics and Public Policy

Swieringa, Robert J., Ph.D., U. of Illinois. Prof., Accounting

Thaler, Richard H., Ph.D., U. of Rochester. Assoc. Prof., Economics and Public Administration

Thomas, David A., Ph.D., U. of Michigan. Prof., Accounting

Thomas, L. Joseph, Ph.D., Yale U. Prof., Production and Quantitative Analysis

Weick, Karl E., Ph.D., Ohio State U. Nicholas H. Noyes Professor of Organizational Behavior Psychology and Organizational Behavior

Weiss, Elliott N., Ph.D., U. of Pennsylvania. Asst. Prof., Operations Management

Wittink, Dick R., Ph.D. Purdue U. Assoc. Prof., Marketing and Quantitative Methods

Zahorik, Anthony J., Ph.D., Cornell U., Asst. Prof. of Marketing

Lecturer

Rosen, Charlotte, Ph.D., Cornell U. Lec., Management Communication

Adjunct and Visiting Faculty

Abelow, William J., J.D., Columbia U. Visiting Assoc. Prof., Labor Relations in the Health Industry

Brown, Douglas R., Ph.D., Syracuse U. Coordinator, Health Services Development and Continuing Education

Chester, Theodore E., C.B.E., J.D., U. of Manchester. Visiting Prof., Comparative Development in Health Services

Crane, Robert M., M.B.A., Cornell U. Visiting Prof. of Health Policy

Daly, Robert W., M.D. SUNY at Syracuse. Visiting Prof., Administrative Medicine

Dotson, Arch T., Ph.D., Harvard U. Prof., Government

Esman, Milton J., Ph.D., Princeton U. John S. Knight Professor of International Studies

Kaplan, Eugene A., M.D., SUNY at Syracuse Upstate Medical Center. Visiting Prof., Administrative Medicine

Kern, John E., M.P.A., Cornell U. Visiting Prof., Health Policy and Planning

LaCosta, Cosmo J., M.P.A., New York U. Visiting Prof., Hospital Administration

Ley, Allyn B., M.D., Columbia U. Visiting Prof., Administrative Medicine

Thompson, David D., M.D., Cornell U. Visiting Prof., Hospital Administration

Yanni, Frederick, M.P.A., Cornell U. Visiting Prof., H.M.O. Development and Management