

GRADUATE MANAGEMENT COMMON CORE CORNELL TSINGHUA (NCCT)

NCCT 5000 - Financial Accounting (3 Credits)

This course includes five components: Production and Composition of Financial Statement, Financial Statement Analysis, Identification of Financial Trap, Enterprise Value Assessment, Accounting Information, and Capital Market. Teaching of the course will emphasize the role of financial reporting data in understanding the business strategy and competitive position of the enterprise, and analyze the role of accounting choice and accounting estimate in financial reporting and their economic influence on stakeholders.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Fall 2024, Spring 2024, Fall 2023, Fall 2022
Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5001 - Financial Accounting II (1.5 Credits)

This course includes five components: Production and Composition of Financial Statement, Financial Statement Analysis, Identification of Financial Trap, Enterprise Value Assessment, Accounting Information, and Capital Market. Teaching of the course will emphasize the role of financial reporting data in understanding the business strategy and competitive position of the enterprise, and analyze the role of accounting choice and accounting estimate in financial reporting and their economic influence on stakeholders.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Fall 2019, Spring 2019
Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5010 - Financing Data Analytics and Entrepreneurial Decision (1.5-3 Credits)

The course is divided into two parts surrounding the analysis of financial data and application of practical investment decisions. The first part focuses on basic theory. The second part emphasizes practical analysis.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Summer 2025, Spring 2025, Spring 2024, Spring 2023
Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5011 - Financial Data Analytics and Entrepreneurial Decision II (1.5 Credits)

NCCT 5011 emphasizes practical analysis of financial data and application of practical investment decisions.

Last Four Terms Offered: Spring 2023, Fall 2022, Spring 2022, Spring 2021
Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5020 - Microeconomics for Management (3 Credits)

Topics include supply and demand, consumer behavior, pricing when a firm has market power, and the role of contracts. The course employs a lecture format and emphasizes problem solving.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Summer 2025, Fall 2023, Summer 2023, Spring 2023
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NCCT 5030 - Marketing Management (3 Credits)

Marketing is at the operational core of any business. It is the primary source of intelligence about customers and the general competitive landscape for managers. This course emphasizes the role of marketing in creating value for customers, which in turn leads to value for other stakeholders in a firm (e.g., owners, shareholders, employees). Specifically, the course provides tools and frameworks for delivering value to the customers and the firm based on two complementary modules (i) Developing Marketing Strategies, and (ii) Developing Marketing Programs. The first module focuses on understanding the needs and preferences of customers to strategically design successful products and services. The second module focuses on developing programs to deliver these products to the customers and extract value for the firm. This framework maps to the 4Ps of marketing: Product, Place, Price, and Promotion, and leads to an integrated view of marketing management. The course is based on a mix of classic and state-of-the-art business cases, business press articles, academic research, and interactions with guest speakers who will illustrate direct field applications of the principles conveyed in the lectures.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Fall 2024, Fall 2023, Summer 2023, Spring 2023
Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5031 - Marketing Management II (1.5 Credits)

This course is based on theoretical and case studies. Through the study of this course, students will master the basic concepts of marketing, understand the evolution of marketing concepts and the role of marketing in business management; master market segmentation, selection, positioning, competition, and marketing strategies.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Spring 2023, Fall 2022, Summer 2020, Summer 2019
Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5040 - Organizational Behavior (3 Credits)

Stories are central to how we know and remember events, people, and facts, and how we communicate knowledge and history. Most jobs we aspire to securing involve a particular form of storytelling-the CEO's vision, the analyst's report, the planner's strategy, the salesperson's pitch, the consultant's analysis, and the manager's brand. This course has two goals: 1. to allow students to appreciate the complexity of the issues that often arise in organizations; 2. to develop and refine students' analytical storytelling abilities.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5050 - Critical and Strategic Thinking (1.5 Credits)

The main contents of this course include: composing persuasive arguments and dismantling other people's arguments; identifying and avoiding logical errors, and finding the factors that make us form logical errors; analyzing business problems systematically and thoroughly; and proposing solutions to problems with rigorous logic, that can easily be accepted by senior decision makers, and that can be executed successfully.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5060 - Corporate Finance I (1.5 Credits)

The main contents of the subject include capital budget decision, valuation of stocks and bonds, application of the capital asset pricing model to assess and track risks, option pricing, capital structure and capital cost, as well as market efficiency. Course assessments include: exam, test, group case report, assignments, and class participation.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Spring 2022

Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5080 - Managing Operations (1.5-3 Credits)

The first part of the course examines processes, both individually and as part of a larger system. The second part analyzes how goods and services are produced, including the strategic role of operations, examination of forecasting systems, inventory management and logistic management. The final part examines process improvement through quality and productivity management and corporate learning.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Summer 2025, Spring 2025, Summer 2024, Fall 2023

Schedule of Classes (<https://classes.cornell.edu/>)

NCCT 5090 - Strategy (0.5-3 Credits)

The critical task faced by the senior manager involves the creation, implementation, and evaluation of a business unit's strategy. This course seeks to provide management students with the tools and frameworks essential to carrying out these tasks. These tools and frameworks are based on recent advances in game theory, industrial organization, and organization theory, although the course also draws from traditional business policy theories.

Enrollment Information: Enrollment limited to: Cornell-Tsinghua FMBA dual degree students.

Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Summer 2021

Schedule of Classes (<https://classes.cornell.edu/>)