

# GRADUATE MANAGEMENT COMMON CORE NYT (NCCY)

## NCCY 5000 - Financial Accounting (2.5 Credits)

This course is an introduction to the reporting system used by businesses to convey financial information to parties outside the firm. Primary emphasis will be placed on understanding the financial reports that are the end product of this system—what they tell us and what they do not tell us about a business. The accounting principles, conventions and concepts underlying financial reporting will be examined with the objective of developing your ability to interpret and analyze financial statements.

**Last Four Terms Offered:** Summer 2025, Summer 2024, Summer 2023, Summer 2022

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

## NCCY 5010 - Data Analytics and Modeling with AI (2.5 Credits)

This course will expose you to data analysis and modeling techniques for understanding business situations and improving business decisions under uncertainty. Specific topics are probability, sampling, confidence intervals, hypothesis testing, regression, machine learning, simulation, data visualization, decision analysis, and practical applications.

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

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

## NCCY 5020 - Microeconomics for Management (2.5 Credits)

Introduces microeconomic theory and applies it to problems faced by managers. 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. Grading is based on quizzes, a midterm and a final exam.

**Last Four Terms Offered:** Summer 2025, Summer 2024, Summer 2023, Summer 2022

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## NCCY 5030 - Marketing Management (2.5 Credits)

The course is designed to introduce you to the fundamental concepts of marketing and customer-centric management that are relevant not just to marketers but to all business managers. After taking the course, you should be well prepared to formulate and communicate rigorous and practical solutions to commonly faced marketing problems across industries. This includes formulating a go-to-market strategy for a new product as well as strategies to manage existing customer relationships. A summary of the course goals is as follows: 1. Examine marketing strategy (market segmentation, targeting, and positioning) and the basic quantitative methods that support it. 2. Analyze the elements of the marketing mix (product, pricing, promotion, and channels), and demonstrate how each is used in a strategic manner. 3. Evaluate the basic principles of marketing research, marketing math, and consumer behavior required to formulate marketing strategy and to plan the elements of the marketing mix. 4. Improve problem-solving and decision-making abilities; strengthen written and oral communication skills to more effectively convey recommendations and solutions.

**Last Four Terms Offered:** Summer 2025, Summer 2024, Summer 2023, Summer 2022

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## NCCY 5040 - Leading Teams (1 Credit)

The goal of managers and leaders is to get things done in organizations, and most of that work is accomplished by effectively managing other people. This course applies cutting edge behavioral science findings to develop your managerial and leadership capabilities. Your ability to get things done through others far outweigh any technical skills you might have. And there has been quite a lot of research done on those topics. What has been missing, and what this course will emphasize, is how to translate those research findings into practical tools, changing how you do things next Monday. The course is designed to provide you with concepts and competencies to help you throughout your managerial careers. The concepts will include both time-tested ideas and very recent findings, putting you at the cutting edge of management thinking. But learning the lessons intellectually is the easy part. You will also have the chance to practice and experiment with these ideas. Through class exercises, videotaped exercises and cases, you will have the opportunity to turn the concepts into competencies.

**Course Fee:** Course Fee, \$16.25. Course fee.

**Last Four Terms Offered:** Summer 2025, Summer 2024, Summer 2023, Summer 2022

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

## NCCY 5050 - Critical and Strategic Thinking (1.5 Credits)

Succeeding in any business leadership role requires you to think critically, and make quality decisions, even in the face of challenges such as imperfect/incomplete information, changing and unforeseen circumstances, and human nature in all of its complexity and unpredictability. Major content themes of this course focus on constructing a persuasive argument and deconstructing arguments made by others; recognizing and avoiding reasoning flaws and the forces that make us most susceptible to such flaws; approaching business problems systematically and thoroughly; and producing a problem solution that is (a) well-reasoned; (b) likely to be well-received by ultimate decision makers; and (c) able to be implemented successfully.

**Last Four Terms Offered:** Summer 2025, Summer 2024, Summer 2023, Summer 2022

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

## NCCY 5060 - Managerial Finance (2.5 Credits)

This is the MBA core finance course at Johnson. It is meant to give students a strong basis in finance that can be used in their professional career as well as to provide the background necessary for more advanced finance classes. The topics we cover include how to move cash flows in time, the methods and principles of capital budgeting, bond and stock valuation, and how to characterize risk and calculate the cost of capital.

**Last Four Terms Offered:** Summer 2025, Summer 2024, Summer 2023, Summer 2022

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

## NCCY 5080 - Operations Management (2.5 Credits)

Operations Management is the study of the activities involved in bringing products and services to customers—the study of sourcing, production, retail, delivery, service and disposal activities. In this course, you will learn to use the science of operations management to 1) improve the efficiency of these activities in existing ventures, and 2) more importantly, to identify new, innovative ways of designing these value creating activities (aka business model innovation).

**Enrollment Information:** Enrollment limited to: Cornell Tech students and Johnson students studying at Cornell Tech.

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

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**NCCY 5090 - Strategy (2.5 Credits)**

Among the critical tasks facing any senior manager are the creation, implementation, and evaluation of a business unit's strategy. This course seeks to provide the management student with the tools and frameworks essential to carrying out these tasks. Many of these tools and frameworks are based on recent advances in game theory, industrial organization, and organization theory, although the course also draws from the older business policy tradition. Students who successfully complete this course are able to analyze industries, identify areas of strategy advantage and disadvantage, and devise strategies that exploit advantages and remedy disadvantages.

**Last Four Terms Offered:** Summer 2025, Summer 2024, Summer 2023, Summer 2022

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