

William E. Simon
Graduate School of
Business
Administration

Mark Zupan, Ph.D. (M.I.T.) *Dean*

Although undergraduate degrees in business are not offered, the William E. Simon Graduate School of Business Administration cooperates with other University divisions in offering the 3-2 program, through which a student can earn in five years, instead of the usual six, a bachelor's degree in his or her undergraduate concentration and a Master of Business Administration degree.

EARLY LEADERS AWARD AND SCHOLARSHIP PROGRAMS

In the fall of 2005, the Simon School introduced its *Early Leaders*[™] award and scholarship programs that offer special scholarships to applicants with zero to three years' work experience. Candidates are nominated by those from an extensive network of Simon School or University of Rochester alumni as well as 700 key influencers at top undergraduate liberal arts colleges nationwide, including professors, career services experts, academic advisors, and athletic directors. These individuals identify college juniors and seniors who seem to be likely candidates, using such criteria as strong written and oral communication skills; exceptional academic performance; leadership ability; a positive, "can-do" attitude; and the willingness to work hard. Nominees are eligible to have the \$125 application fee waived and receive a Simon *Early Leaders* marble award. Those admitted to the Simon School become eligible for a \$5,000 scholarship, at a minimum, and potentially, a full-tuition award. For more information on the Simon *Early Leaders* award and scholarship programs, visit www.simon.rochester.edu/simonearlyleaders.

THE 3-2 PROGRAM LEADING TO A B.A. AND AN M.B.A.

The Simon School cooperates with the College at the University of Rochester in offering a combined undergraduate and graduate degree program. The 3-2 M.B.A. Program allows students to earn both a bachelor's degree in an undergraduate major and a Master of Business Administration degree in five years, rather than the traditional six.

Students in the 3-2 program study for three years in their undergraduate major and complete major and distributive course requirements. Between January and March of their junior year, qualified students apply for admission to the Simon School. After acceptance, they take the first year of the M.B.A. program, rather than the traditional "elective" senior-year courses.

At the end of that year, 3-2 students should receive a bachelor's degree in their undergraduate major. They then complete the Simon School M.B.A. in one additional year.

3-2 PROGRAM FACTS

- A bachelor's degree and an M.B.A. degree are earned in five years.
- The program maintains all of the full-time M.B.A. program requirements.
- Admission to the 3-2 program is limited and is offered only to exceptionally well-qualified students.
- Students may enter in September.
- Some undergraduate preparation in economics, mathematics, or statistics is desirable but not required.
- Application to the 3-2 program is made during the junior year of the undergraduate degree program.

3-2 PROGRAM ADMISSION REQUIREMENTS

The 3-2 program requirements are the same as for the full-time M.B.A. program.

Applicants must

- have achieved outstanding scholarship in their first two and a half years of undergraduate study;
- have completed a business internship prior to commencing the M.B.A. program;
- have obtained their undergraduate department's permission to enter the 3-2 program;
- have scored well on the Graduate Management Admission Test (which they should take by January of their junior year);
- have interviewed with a member of the Simon School's Admissions Office staff.

3-2 PROGRAM CURRICULUM

Students in the 3-2 program must meet the requirements of, and take the same core courses listed for, the full-time M.B.A. program. Students are also required to pass the management communication sequence, and the same options are available for concentrations and electives. The M.B.A. curriculum consists of nine required core courses, 11 required electives, and a management communication course sequence.

THE CORE

The core curriculum is taken during the first three quarters. Students who enter the M.B.A. program in September take the core curriculum in the fall, winter, and spring quarters. Students who enter the M.B.A. program in January take the core curriculum in the winter, spring, and summer quarters. During the first three quarters, students complete the nine required courses, one or more electives, and the management communication sequence over two quarters.

The core curriculum provides a comprehensive general business education and serves as the foundation for advanced study in selected areas of concentration. The core curriculum is comprised of the following nine courses: ACC 401, Corporate Financial Accounting; STR 401, Managerial Economics; CIS 401, Information Systems for Management; FIN 402, Capital Budgeting and Corporate Objectives; GBA 411, Framing and Analyzing Business Problems 1; GBA 412, Framing and Analyzing Business Problems 2; OMG 402, Operations Management; MKT 402, Marketing Management; and STR 403, The Economic Theory of Organizations. A three-course management communication sequence is also required.

Concentrations and Electives

Elective courses in each of the 14 areas of concentration are devoted to applying, implementing, and integrating the principles learned in earlier courses.

Although students are not required to complete a concentration, most opt for at least one, and in many cases, two. Concentrations permit students to develop expertise in the following areas:

- Accounting and Information Systems
- Business Environment and Public Policy
- Competitive and Organizational Strategy
- Computers and Information Systems
- Corporate Accounting
- Electronic Commerce
- Entrepreneurship
- Finance
- Health Sciences Management
- International Management
- Marketing
- Operations Management
 - Manufacturing
 - Services
- Public Accounting

Up to two courses from other schools and colleges of the University may also be taken, with M.B.A. Program Committee approval, when related closely to the student's area(s) of concentration.

APPLICATION INFORMATION

Rebekah Lewin
 Director of M.B.A. Admissions
 William E. Simon Graduate School of Business
 Administration
 305 Schlegel Hall
 University of Rochester
 P.O. Box 270107
 Rochester, New York 14627-0107
 (585) 275-3533
admissions@simon.rochester.edu
 Simon School Web site:
www.simon.rochester.edu

CONCENTRATIONS

Accounting and Information Systems

In response to the automation of major accounting functions in organizations, the Simon School has designed an integrated concentration in computers and information systems and accounting which provides thorough training in both areas.

Business Environment and Public Policy

This concentration provides students with the skills to understand the economic environment in which a firm operates for business success.

Competitive and Organizational Strategy

This concentration focuses on business decision making in the competitive marketplace. The program is designed specifically to help students gain general management skills that can then be applied broadly within multidimensional business structures or consulting.

Computers and Information Systems

The computers and information systems concentration prepares graduates for management responsibilities in using computer systems and will enable them to provide

organizations with successful management information systems.

Corporate Accounting

The corporate accounting concentration is actively recruited by corporations for positions in controllers', treasurers', and internal auditing offices, as well as in accounting departments.

Electronic Commerce

Managing in the rapidly evolving environment of Electronic Commerce requires an understanding of the technology infrastructure needed for e-commerce and the new business models that leverage on the special capabilities of the Internet. Students learn state-of-the-art tools for supporting the marketing, logistical, financial, and service-delivery aspects of doing business online. The concentration prepares students to create, manage, direct, and analyze e-commerce initiatives. Courses in this concentration combine ideas, cases, projects, and guest lectures by Internet entrepreneurs.

Entrepreneurship

The Simon School is committed to the teaching of entrepreneurship. The entrepreneurship concentration allows students to draw from a variety of carefully selected courses to become business generalists who are well versed in organizing and managing resources.

Graduates with this concentration have started their own ventures or have pursued "intrapreneurial" careers with major corporations. Students often combine this concentration with finance or marketing to further enhance their educational base.

Finance

This concentration provides students with state-of-the-art techniques for financial analysis. Students learn to formulate and solve important corporate finance problems and learn to obtain information from the many databases on financial markets.

Health Sciences Management

The health sciences management concentration draws on the Simon School's proven strengths and directs them to a dynamic industry. The Simon School's concentration focuses primarily on two management issues: ongoing operations and strategic planning. This is in contrast to traditional Master of Public Health degree programs, which generally focus on public policy issues. The program especially suits future health sciences consultants and front-line managers in health maintenance organizations, hospitals, insurance companies, and pharmaceutical firms.

International Management

The international management concentration gives students opportunities to apply various disciplines to international markets. Differences in legal environments, currencies, and

workplace practices among countries provide both challenges and problems for businesses operating in the global marketplace.

There are two options for satisfying the concentration. The first involves one required course and three electives. The second involves one required course, one elective, and one term (minimum of six credits) in an approved international exchange program.

Marketing

The marketing concentration continues to be a strong area of opportunity for graduates with an M.B.A. The concentration gives students excellent preparation for marketing research, marketing consulting, and product management.

Operations Management—Manufacturing Operations Management—Services

Operations management is concerned with the managerial decisions by which a firm allocates and uses its physical, financial, and human resources to produce goods or services. The resurgence of interest in operational productivity has reinforced the demand for M.B.A.s with the ability to analyze resource management problems in manufacturing and service firms.

Public Accounting

The public accounting concentration offers courses necessary for sitting for the Uniform Certified Public Accounting (C.P.A.) examination in New York State and other states.

RESEARCH ACTIVITY

Research activity at the Simon School includes independent research conducted by faculty and graduate students and other studies carried out at the School's research center.

The *Bradley Policy Research Center* was established in 1966 to investigate the impact of government policy on business firms.

A complete listing of Simon School working papers is available at www.ssrn.com/link/simon-school.html.

THE BUSINESS AND GOVERNMENT INFORMATION LIBRARY

The Business and Government Information Library, located on the second floor of Rush Rhees Library, offers many resources in management, economics, marketing, statistics, accounting, operations research, and computer information systems. The library provides reference services in the library and through the library's Web site via chat service and a bulletin board.

The library's Web site provides access to business and economic journals, magazines, and newspapers from around the world. Company, industry, and marketing statistical data, including corporate financial data, are available. Research support tools such as bibliographic citation managers are provided.

The Business and Government Information Library has an unusually extensive collection of corporate reports including annual reports, 10Ks, and proxy statements from 1978 to the present.

The circulating collection of business and economics books and bound periodicals of about 60,000 is located in stack areas on the third floor of Rush Rhees Library.

THE SIMON SCHOOL DEPARTMENT OF INFORMATION TECHNOLOGIES

The Simon School Department of Information Technologies (IT) provides support services to all students, faculty, and staff. The Simon IT department offers services ranging from workstation and printing support through network and e-mail services. The IT team is staffed by experienced support specialists.

The IT department and the Computing Center are located on the fourth floor of Schlegel Hall. The Computing Center is designed to support student needs with extended hours, technical support, and 30+ student-accessible workstations (Internet ready). The workstations are connected to centralized laser printers.

Although the Computing Center provides ample computing capability, students are required to own a laptop computer. Technology plays a significant role in modern business practices. It is this focus on the integration of technology into the Simon education that prepares students to enter and/or continue in the business world with technical confidence. For example, much of the M.B.A. curriculum relies on spreadsheet, word processing, and statistical applications. Also, the eventual creation and maintenance of professional quality résumés and other important documentation rely heavily on students' mastery of the productivity software that the Simon School provides.

Students may contact the Simon IT department for recommendations on hardware and software that will support the requirements of the current curriculum.

CAREER MANAGEMENT CENTER

The Career Management Center seeks to support the goals of its two primary constituencies—students and recruiters. The staff of the center possesses the expertise to provide innovative, customized services.

The Career Management Center's counseling and education staff offers targeted, personalized one-on-one counseling to assist students through the stages of executing an effective career search strategy. From self-assessment and career exploration to plan development and implementation, a dedicated and knowledgeable counselor provides support and encouragement to Simon students.

The Corporate Relations arm of Career Management actively markets the Simon product to promote awareness and secure full-time

and summer internship career opportunities with leading *Fortune* 500 companies, mid- to small-sized firms, and entrepreneurial start-ups. Corporate Relations partners with alumni business professionals, faculty, staff, and students, taking an integrated lead development approach to maximize overall marketing efforts.

Together, the partnership of counseling and corporate relations activities provides a strong foundation for career success for Simon students.

COURSES OF INSTRUCTION REGULARLY OPEN TO UNDERGRADUATES

Definitive course listings are published before each semester. Courses listed here carry 4 credit hours unless otherwise noted. Following are some of the recent or planned offerings.

The following courses are offered in both day and evening sessions and are available to full- and part-time undergraduate students.

ACCOUNTING

201. Principles of Accounting. An introduction to the principles and procedures employed in analyzing business transactions, recording their financial effects, summarizing them in financial statements, and interpreting these statements. Not open to first-year students.

221. Cost Accounting. Study of the accounting problems involved in determining, analyzing, and controlling production and distribution costs, and income determination for financial statements. Budgetary control, standard costs, and other topics are discussed from the viewpoint of management use in planning and control. Prerequisite: ACC 201.

BEHAVIORAL SCIENCES IN INDUSTRY

241. Fundamentals of Personnel Administration. A survey of all aspects of human resources. Topics include strategic planning, staffing, training and development, compensation, benefits, health and safety, employee and union relations, and laws governing how organizations must treat people. Open to juniors and seniors only.

COMPUTERS AND INFORMATION SYSTEMS

215. Foundations of Management Information Systems. A survey of information system technology and its application to the various functional areas of business. Topics include a complete overview of computer hardware and software, introduction to systems analysis, database management systems, data communications, system development and acquisition, management of computing, and analysis of the strategic considerations of information systems for business. Prerequisite: one of EE 171, OPT 105, CSC 108, CSC 171, CSC 181, or any 200-level CSC course.

225. Data Management. An in-depth study of data management, data processing, and database techniques. Topics include input and output processing; data structures; sequential, direct, and indexed access methods; report generation; and theory and practice of database management systems. A high-level data processing language (COBOL) is used by students for file processing. The design, operation, and management of database systems are practiced using a relational database product (SQL/DS). Prerequisite: CIS 215.

FINANCE

205. Financial Management. This course provides a market-oriented framework for analyzing the major types of financial decisions made by corporations. Discounted cash-flow techniques are introduced and applied to the capital budgeting problem (the choice among alternative investment projects) and financial asset valuation. Security markets are discussed and topics of capital market efficiency and portfolio theory are introduced. The effects of capital structure and dividend policy on the value of the firm are analyzed. Prerequisites: ACC 201; ECO 207 or equivalent.

206. Investments. This course covers various aspects of investments. Debt, equity, and derivative instruments are discussed, along with the markets in which these securities trade. In addition, investments in these and other financial instruments via mutual funds are examined, as are the market implications of combining financial investments into portfolios. The concept of efficient capital markets is covered, along with anomalies that arise regarding the efficient markets hypothesis. Debt securities and the management of debt portfolios are explored, as is equity valuation. In addition, financial derivatives such as options, futures and swaps are studied in detail.

GENERAL BUSINESS ADMINISTRATION

257. Fundamentals of Business Administration. An introduction to the principal activities, responsibilities, types of policy problems, and interrelationships of the main phases of business, including personnel, production, marketing, and finance. Frequent use is made of business cases for illustrative purposes and to introduce students to the method of business problem analysis. Not open to first-year students.

291. Reading Course. Independent study in some specific area of business administration, at a level advanced beyond that of regular course offerings. Prerequisite: written approval of the supervising faculty member.

LAW

205. Business Law. A study of basic principles in several fields of law of significance to businesses and other organizations, including constitutional law, contracts, and business torts. This is preceded by a review of certain environmental and historical aspects of the law, including the legal processes by which our laws are created, and the functions of the courts. Throughout, the emphasis is on developing an understanding of the reasoning process used by the courts to resolve disputes and define new law. Open to juniors and seniors only.

MARKETING

203. Marketing. Problems involved in the movement of goods from producers to consumers and industrial users through the different channels of distribution. Analysis of the marketing functions performed by

manufacturers, wholesalers, retailers, agent middlemen, and market exchanges. Critical analysis of major marketing policies. Evaluation of such topics as pricing, branding, choice of distribution channels, selective selling, and the planning and administration of sales programs. Not open to first-year students.

213. Marketing Projects and Cases. This course concentrates on the practical application of sound marketing principles. The specific business situations involve students in analyzing the available information and in developing appropriate marketing plans. Recommendations regarding prices, communications, and distribution channels are evaluated against the context of customer needs and competitive positions. Practical guidelines for analyzing problems and for creating plans are developed involving cases, guest speakers, readings, lectures, and projects.

OPERATIONS MANAGEMENT

231. Operations Management. The course discusses problems encountered in managing the production of goods and services, and models and techniques for dealing with these problems. Emphasis is on developing analytic insight into selected models which have proved useful. Topics include strategy and tactics, decision theory, forecasting, production management, material planning, project planning, and quality control. Video presentations and case discussions are also included to gain practical insights into the operations function. Not open to first-year students.