Preparation for a Career in Business

Knowledge and leadership development for a local and a global business world

Working in a complex international business community demands analytical and decision making skills, a keen understanding of the interface of human behavior, science, technology, and design, and the ability to see possibilities and to develop solutions without losing sight of the human dimension. Human Ecology programs teach successful business strategy and effective management through leadership, problem-solving, and social change.

Understanding how human behavior and consumer decision making influence the management of resources, the development of public policy, and the delivery of goods and services, as well as the creation of systems that facilitate that delivery, is key to considering business strategy and successful implementation. In a global marketplace, decisions ranging from technology to human resources are influenced by consumer behavior and government regulation. Human Ecology’s curriculum focuses on the biological, psychological, social, cultural, environmental, and economic influences on people’s lives to help students better understand the human dimension.

In addition, by combining the liberal arts with business-related courses, students learn to weigh social issues and equity as a part of company policy, supervision, human resources, and marketing. Human Ecology graduates are prepared to consider such as knowledge and leadership development for a local and a global business world.

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**Consider Human Ecology’s seven majors:**
- Policy Analysis and Management
- Human Development
- Biology and Society
- Human Biology, Health, and Society
- Nutritional Sciences
- Design and Environmental Analysis
- Fiber Science and Apparel Design
Employers such as Apple, Inc; The New York Times; Bank of America; JP Morgan Securities; America Online, Inc.; Abercrombie and Fitch; and Brooks Brothers have hired Human Ecology graduates because they
• solve problems analytically and creatively;
• develop relationships at the local and global levels;
• understand theory and apply it strategically;
• have experience in teamwork and group process;
• possess self-confidence to work independently;
• have well-honed organizational skills;
• are aware of the dynamics of business, government, and consumers;
• understand today’s multicultural workplace;
• address ethics as a key consideration for making a difference.

Choosing a Major
Human Ecology students preparing for a business career can choose from seven majors in the college. All students start by building a strong liberal arts foundation with classes in the natural and social sciences, humanities, writing, math, and statistics. At the same time, they complete core courses in their major with an emphasis on economics and public policy, human development, nutrition and health, or design and technology. On average Human Ecology’s curriculum gives students the flexibility to take 35 to 40 elective credits in addition to required liberal arts and Human Ecology courses. This allows students to take business classes to complement their more specialized major. Students choose electives from across the university, which means they can pursue their own interests—from software development in Asian markets to design of educational toys for children, from health care administration to human resources and corporate fitness programs. With courses in engineering, hotel management, applied and theoretical economics, accounting, finance, labor relations, psychology, and foreign languages—all on the same campus with a top-ranked MBA program—our undergraduates find there is no shortage of ways to study business and management principles. Sometimes the biggest challenge can be choosing just five classes each semester.

Human Ecology encourages students to consider their academic strengths and career interests when choosing a major. Since all Human Ecology majors are interdisciplinary, students find it helpful to select a major that combines subjects they enjoy studying. For example, Policy Analysis and Management appeals to analytically minded students who enjoy economics, government, sociology, and math. Human Development integrates biology, psychology, sociology, and history to give students insight into human behavior. And Nutritional Sciences is a good choice for students with a knack for scientific inquiry who enjoy studying biology, chemistry, health, and psychology. Students each have a college adviser and a faculty adviser, who can assist them in narrowing their interests or seeking new ways to challenge themselves academically.

Two Human Ecology majors draw from the social sciences—psychology, sociology, and economics—to prepare students for business careers.

Policy Analysis and Management prepares students for leadership as policy makers, analysts, and managers in the private, public, and not-for-profit sectors. The curriculum is flexible, combining a strong foundation in economics, statistics, public finance, and empirical analysis, essential for upper-level management, with courses in government, sociology, and ethics. Program highlights include demography, economics and public policy, health care policy, policy analysis, regulation and public policy, and social welfare policy. Graduates pursue careers in law, management consulting, marketing and advertising, financial services, investment banking, government affairs, health administration, and not-for-profit administration.

Human Development majors focus on people and the biological, psychological, social, and cultural factors that
influence them, critical components in a business environment. Human capital is the most important and expensive investment a company, corporation, or institution can make in today’s business world. Combining courses in personality, social psychology, and cognitive development with business electives in management, organizational behavior, human resource studies, and communications prepares Human Development majors for careers in management, consulting, human resources, marketing, communications, and law.

- The fastest-growing segment of business is science and technology. Three majors allow students to combine natural and social science courses with business electives in preparation for careers in health care administration, biotechnology, pharmaceutical sales, government relations, communications, and wellness.

Biology and Society majors examine the implications of science on policy, the economy, and the marketplace. Their mastery of biology and their ability to integrate it with other disciplines position these graduates at the forefront of scientific advancements to pursue careers in research and product development, biotechnology consulting, and marketing of new life sciences technology.

Human Biology, Health, and Society majors know there is more to health care than science. In this nutrition-based curriculum, students consider patients and their health in the context of community, culture, family, and public policy. Graduates work in health-related fields such as managed care, pharmaceutical development, exercise and fitness, or health care administration.

Nutritional Sciences majors examine the complex relationships between people and food, and they acquire a broad understanding of government policies, social issues, and scientific applications related to food, nutrition, and health. In addition to health-related careers, students can pursue business interests in product development and marketing, management of nutritional programs, law, or communications.

- Creativity and technical skills are increasingly important in the workplace. Business consultants, sales and marketing managers, and facility planners, for example, must develop innovative solutions to workplace challenges. Two majors in the college prepare students to apply their design and business skills to numerous industries including textiles and apparel, architecture, commercial development, and e-commerce.

Design and Environmental Analysis majors build a foundation in corporate culture and space planning, and learn how to work with contractors, designers, and customers for successful project management. With a concentration in Interior Design, Facility Planning and Management, or Human Factors and Ergonomics, students learn to combine their strong design sense with an ability to balance the human and financial aspects of a project. Graduates pursue careers as strategic workplace consultants, interior designers, strategic facilities planners, and ergonomic specialists.

Fiber Science and Apparel Design majors train in the production, marketing, pricing, and mass customization of apparel, while acquiring an understanding of good clothing design and construction and the role of computer-aided design in the fashion industry. Students pursuing the Fashion Design Management option can concentrate in management, communications, or product development. In addition to designing clothing, graduates manage design teams, direct clothing production companies, coordinate the movement of materials and technical goods and services around the world, and coordinate marketing for such firms as Christian Dior, Coach Bags, and J. Crew Group, Inc.

Off-Campus Opportunities
An internship is one of the best ways for undergraduates to test their interest in business and the marketplace. Cornell Career Services and Human Ecology’s Career Exploration Center help students choose and obtain internships by offering guidance in focusing their interests, developing résumés, preparing for interviews, and taking advantage of Cornell’s vast alumni network.

Selected Graduates continued

**Nutritional Sciences**
- Advertising sales coordinator
  - America Online, Inc.
  - New York, New York
- Health care consultant
  - SoftWatch
  - New York, New York
- Assistant director, Clinical Information Systems
  - Kingsbrook Jewish Medical Center
  - Brooklyn, New York
- Practice management consultant
  - Aetna U.S. Healthcare
  - Annapolis, Maryland
- Marketing manager
  - Procter & Gamble
  - Cranford, New Jersey

**Design and Environmental Analysis**
- Consultant
  - Kinetic Workplace Services
  - Pittsburgh, Pennsylvania
- Senior facilities planner
  - RNL Design
  - Denver, Colorado
- Analyst
  - Morgan Stanley Smith Barney
  - New York, New York
- Corporate vice president
  - UBS
  - Weehawken, New Jersey

**Strategic workplace consultant**
- DEGW North America
  - New York, New York

**Principal**
- Chartered Facility Management Group
  - Pasadena, California

**Brand coordinator**
- Tecton Architects, PC
  - Hartford, Connecticut

**Fiber Science and Apparel Design**
- Financial analyst
  - GE Capital
  - Stamford, Connecticut
- Analyst
  - Cambridge Strategic Management Group
  - Boston, Massachusetts

**Consultant**
- PricewaterhouseCoopers LLP
  - New York, New York
- Director of internet strategies
  - BloombergDates.com
  - New York, New York
- Assistant buyer
  - Escada
  - Hasbrouck Heights, New Jersey

Human Ecology’s Urban Semester investigates multiculturalism and diversity in New York City. Students combine weekly seminars and community service with internships they select based on their career goals. Recent participants have interned at Merrill Lynch, Prudential Securities, Madison Square Garden, and American Management Association.
Selected MBA Acceptances of Human Ecology Graduates

- Columbia Business School
- Cornell University Johnson Graduate School of Management
- Harvard Business School
- Johns Hopkins University
- New York University Stern School of Business
- University of Illinois at Urbana-Champaign
- University of Maryland R. H. Smith School of Business
- The Wharton School of the University of Pennsylvania

Cornell Means Business

Take advantage of Cornell’s 4,000 courses by choosing business electives offered by Cornell’s top-ranked schools and departments. Human Ecology’s curriculum is very flexible, and electives account for approximately one-third of your total credits required for graduation.

- College of Engineering
- Johnson Graduate School of Management
- School of Industrial and Labor Relations
- School of Hotel Administration
- Charles H. Dyson School of Applied Economics and Management
- Department of Communication
- Department of Economics

The Cornell in Washington program and the Capital Semester in Albany, N.Y., offer exciting internships for students who want to learn firsthand about the relationship between government and corporate America. Program participants select internships related to their interests—ranging from working in the New York State legislature to conducting research for CNN or NBC’s Dateline.

Study abroad adds a global focus to business education and public policy interests. Students can work with the college’s study abroad adviser and peer advisers to identify programs of interest. Recent Human Ecology students have studied in countries around the world including England, Ireland, Scotland, Denmark, Sweden, Australia, New Zealand, and Japan.

Students with a business focus can directly enroll in universities such as

- University of Edinburgh, Scotland, UK
- University of Queensland, Australia
- University of Melbourne, Australia

Students also can pursue study abroad programs through an American university that incorporates academics, internships, and/or independent study.

Why Human Ecology?

The College of Human Ecology offers a unique Ivy League education that emphasizes the importance of human capital in a high-tech, global marketplace. By combining one of Human Ecology’s multidisciplinary majors with liberal arts courses and business electives, students are well prepared to succeed in the business world.

"The College of Human Ecology’s dynamic course offerings provided an opportunity to explore multi-faceted educational interests. The Policy Analysis and Management curriculum promoted individual and team learning about historical and current issues facing the business world. The programs taught me to approach business and decision-making from a regulatory, legal, financial, and human capital perspective."

Andrew Schaffler ’03
Vice President/Investment Analyst
Cohen & Steers Capital Management
Chase Manhattan International Ltd.

"I chose the Policy Analysis and Management program because I was very interested in the unique blend of government and economics. An internship in investment banking and participation in the Urban Semester program, where I spent a semester in New York City and did an internship in consulting, further influenced my interest in business. The rigorous curriculum prepared me to be successful by teaching discipline and instilling a strong work ethic."

Divya Gugnani ’98
CEO Send the Trend and Behind the Burner MBA, Harvard Business School
French Culinary Institute

"Human Ecology helped me build a practical knowledge base for business that included Economics, Statistics, Finance, and Business Law, as well as the regulatory state that cannot be ignored in any business environment. I learned to appreciate the diverse array of players in business and understand the role of business in the world. These fundamental elements, along with a strong student and faculty support network, helped me find and succeed in an outstanding consulting position in a dismal economic environment."

Alex Bowerman ’09
Business Analyst
Deloitte Consulting

"Cornell offered the most challenging curriculum to achieve my goal of helping people improve their lives. My family instilled this value in me as a part of being a citizen and a community leader. I was immediately drawn to the College of Human Ecology because it teaches students how to improve communities from a multitude of public policy perspectives."

Alicia Hughes ’95
Certified International Property Specialist
Hughes Consulting, Inc.
MPA, Columbia University

For More Information

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