



Preparation for a Career in Business

Business strategy and effective management through leadership, problem-solving, and social change

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.

Selected Graduates

Senior business analyst Edward Jones; Missouri (Policy Analysis and Management)

Chief financial officer Massachusetts General Hospital; Massachusetts (Policy Analysis and Management)

Investment banking analyst Morgan Stanley Dean Witter; New York (Human Development)

Relationship manager Citibank; Ecuador (Human Development)

Research analyst Lewin Group—Health and Human Services Consulting; Virginia (Human Biology, Health, and Society)

Marketing manager Procter & Gamble; New Jersey (Nutritional Sciences)

Consultant Kinetic Workplace Services; Pennsylvania (Design and Environmental Analysis)

Senior facilities planner RNL Design; Colorado (Design and Environmental Analysis)

Financial analyst GE Capital; Connecticut (Fiber Science and Apparel Design)

Director of internet strategies Bloomingdales.com; New York (Fiber Science and Apparel Design)

Understanding how human behavior and consumer decision making influence the management of resources, the development of public policy and regulation, and the delivery of goods and services, as well as the creation of systems that facilitate that delivery, is key to successful implementation and execution of business strategy.

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. Students are well prepared to succeed in the business world by combining one of Human Ecology's interdisciplinary majors with liberal arts courses and business electives.

Human Ecology's curriculum focuses on the biological, cultural, environmental, economic, psychological, and social influences on people's lives to help students better understand the human dimension of business. Students learn to address equity, ethics, and social issues as part of company policy, supervision, human resources, strategic planning, and marketing.

The college challenges students to sharpen their analytical and quantitative skills and to apply abstract concepts in a practical way. Students learn to integrate multiple disciplines and further develop creative problem solving skills through the breadth and depth of coursework in their areas of interest.

Choosing a Major

All Human Ecology majors build on a strong liberal arts based foundation. At the same time, they complete courses in their major with an emphasis on economics and public policy, human development, nutrition and health, or design and technology.

The curriculum gives students the flexibility to pursue business classes from across the university to complement their major.

Policy Analysis and Management students pursue a curriculum with a strong foundation in economics, statistics, demography, empirical analysis, and psychology to understand the impact that government and organizational policies and regulations have on individuals, communities, and businesses.

Students are prepared for leadership as analysts, managers in the private, public, and

not-for-profit sectors, and policy makers. 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 the biological, psychological, social, and cultural factors that influence human behavior, decision making, and risk assessment, all critical components in a business environment. Courses in personality, social psychology, and cognitive development along with business electives in management, organizational behavior, human resource studies, and communications prepare Human Development majors for careers in management, consulting, human resources, marketing, communications, and law.

Design and Environmental Analysis majors build a foundation in human-centered design, environmental psychology, ergonomics, and facility strategy and management to creatively tackle problems from a systems view. Students learn to combine their strong design sense with an ability to balance the human and financial aspects of a project. Graduates are collaborative, responsive leaders who bring innovation and social responsibility to practice. Career paths include workplace strategists, entrepreneurs, product designers, interior designers, strategic facilities planners, and ergonomic specialists.

Fiber Science and Apparel Design students can focus on production, marketing, pricing, and mass customization of apparel and textiles, while acquiring an understanding of clothing design and construction, and the role of technology in the fashion industry. Students in 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.

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 com-

munity, 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 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.

Experiential Learning

Testing business interests in various environments is critical to better understanding and focusing aspirations.

Internships and externships are excellent ways for undergraduates to explore the business environment. Students find these opportunities through various resources, for example, the Cornell FRESH Program, an externship opportunity designed for freshmen.

Human Ecology's Urban Semester in New York City investigates multiculturalism, disparities, diversity, and urban issues. Students combine seminars and community involvement with internships selected based on their professional field of interest.

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 pursue coursework and internships related to their interests.

Study abroad adds a global focus and perspective to a business education and public policy interests. Students pursue programs that incorporate cultural immersion, academics, internships, and independent study. There are a number of business focused programs in which students can directly enroll.

Planning for a Business Career

With an evolving and dynamic landscape, career opportunities in business have broadened in scale and scope. The quantitative and analytical skills,

along with the understanding of design, human behavior, policy implications, and the sciences that students gain through the college have applications across industries, whether public or private, for or not for profit, entrepreneurial or corporate. Thoughtful exploration of these opportunities enables students to consider their goals and aspirations in the context of the lifestyle for which they strive.

Cornell Career Services and Human Ecology's Career Exploration Center offer resources and programming to help students weigh their strengths, goals, and opportunities. Students are prepared to participate in an engaged career search through guidance in focusing interests, developing résumés, preparing for interviews, and leveraging Cornell's vast alumni network.

Select MBA Program Acceptances

- 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

For More Information

www.human.cornell.edu/career-development

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