

MANAGEMENT (MBA)

SC Johnson College of Business

Program Website (<https://tech.cornell.edu/programs/masters-programs/johnson-cornell-tech-mba/>)

CIP: 11.1005 | HEGIS: 0506.00 | NYSED: 35884

Program Description

The Johnson Cornell Tech MBA program is all about real-world experience in ideation and creation. In addition to completing foundational MBA core courses, students will work on cross-functional teams in Studio to develop tech solutions for real company challenges. Since the program is based at Cornell Tech (<https://courses.cornell.edu/content.php?catoid=60&navoid=26254>) in New York City, students will be surrounded by a rapidly-expanding tech sector and will frequently interact with industry leaders, startup founders, and venture capitalists. All courses are taught at Cornell Tech, unless otherwise indicated.

Full time status for this 12-month program is defined as a minimum of 12 graduate-level credits per term. This program follows the Standard Academic Calendar (<https://catalog.cornell.edu/enrollment-credit-requirements/academic-calendar/>).

Cornell Tech Program Policies

- Cornell Tech campus policy indicates that students enrolled in full-time masters programs are required to maintain a minimum of 12 credits of enrollment each semester. Students are advised to enroll in an average of 15 credits each semester, unless your program requirements notes otherwise, to ensure progression towards degree completion.
- All JCT MBA students must complete a minimum of 50 credits in order to graduate. At least 44 credits must come from Johnson courses (NBA, NBAY, NCCY, NMI) and the required TECH courses above; your remaining credits may come from any course offered at Cornell Tech.
- Students may take more than 50 credits, but please note that during the Fall and Spring semesters, you may not take more than 20 credits in any one semester without the approval of your Faculty Program Director approval, which will be granted only in exceptional circumstances.
- You may elect to take up to two Grade Option courses as Satisfactory/ Unsatisfactory. (Courses where the only option is S/U do not count towards this requirement).
- All students must receive a B or higher in TECH 5900 or TECH 5910/TECH 5920/TECH 5930.
- D- is the minimum grade required for a course to count towards your degree requirements.
- Students may take a maximum of 6 directed reading credits (no more than 3 credits per term).
- All students must be in good academic standing to continue the program. To be considered in good standing, students must maintain at least a 2.7 GPA overall and a 2.5 in core NCCY courses.
- All students must complete 3 semesters of residency at Johnson/ Cornell Tech. Semesters of residency are defined as semesters in which a student is enrolled in at least 12 credits.

Program Information

- Instruction Mode: In Person
- Location: New York City, NY
- Minimum Credits for Degree: 50
- Length of Program: Full-time study

Program Requirements

Code	Title	Hours
Core Courses		
NCCY 5000	Financial Accounting	2.5
NCCY 5020	Microeconomics for Management	2.5
NCCY 5030	Marketing Management	2.5
NCCY 5040	Leading Teams	1
NCCY 5050	Critical and Strategic Thinking	1.5
NCCY 5060	Managerial Finance	2.5
NCCY 5090	Strategy	2.5
NCCY 5010	Data Analytics and Modeling with AI	2.5
NCCY 5080	Operations Management	2.5
Johnson Required Courses		
NBAY 5300	Entrepreneurial Finance	1.5
NBAY 6155	Demystifying AI Technologies	0.5
NBAY 6550	Programming for Data Analysis	2
Required Studio Courses ¹		
TECH 5900	Product Studio	4
TECH 5910	Startup Studio	3
	or TECH 5920 BigCo Studio	
	or TECH 5930 PiTech Impact Studio	
TECH Studio Elective		1
General Elective Courses		
Courses from NBA, NBAY, NMI		9
Courses from any offering on Cornell Tech's campus		9
Total Hours		50

¹ TECHIE prefix classes do not qualify as Studio electives. All Studio courses must be taken for a letter grade.

University Graduation Requirements Requirements for All Students

In order to receive a Cornell degree, a student must satisfy academic and non-academic requirements.

Academic Requirements

A student's college determines degree requirements such as residency, number of credits, distribution of credits, and grade averages. It is the student's responsibility to be aware of the specific major, degree, distribution, college, and graduation requirements for completing their chosen program of study. See the individual requirements listed by each college or school or contact the college registrar's office (<https://registrar.cornell.edu/service-resources/college-registrar-directory/>) for more information.

Non-academic Requirements

Conduct Matters. Students must satisfy any outstanding sanctions, penalties or remedies imposed or agreed to under the Student Code of Conduct (Code) or Policy 6.4. Where a formal complaint under the Code or Policy 6.4 is pending, the University will withhold awarding a degree otherwise earned until the adjudication process set forth in those procedures is complete, including the satisfaction of any sanctions, penalties or remedies imposed.

Financial Obligations. Outstanding financial obligations will not impact the awarding of a degree otherwise earned or a student's ability to access their official transcript. However, the University may withhold issuing a diploma until any outstanding financial obligations owing to the University are satisfied.

Learning Outcomes

- Strategic Thinking & Decision Making
 - Develop the ability to think strategically about business challenges and opportunities.
 - Analyze complex situations and make data-informed, ethical decisions.
- Leadership & Team Management
 - Understand different leadership styles and how to apply them effectively.
 - Manage teams, resolve conflicts, and foster a productive work environment.
- Financial & Quantitative Analysis
 - Interpret and analyze financial statements and reports.
 - Use quantitative tools to guide investment, budgeting, and operational decisions.
- Marketing & Customer Insights
 - Understand market dynamics and consumer behavior.
 - Develop and implement effective marketing strategies.
- Operations Management
 - Improve efficiency in production and service delivery.
 - Analyze and optimize operations.
- Ethics, Corporate Responsibility & Sustainability
 - Recognize ethical issues in business decisions.
 - Evaluate the social and environmental impact of business actions.
- Global Business Acumen
 - Understand international markets and global strategy.
 - Navigate challenges in global trade, economics, and regulation.
- Innovation & Entrepreneurship
 - Identify opportunities for innovation and new business ventures.
 - Build and pitch business models and plans.
- Communication & Negotiation Skills
 - Write clearly and present ideas effectively to diverse audiences.
 - Develop persuasive negotiation tactics and interpersonal skills.