

# Undergraduate Alumni Update

News for undergraduate alumni of Cornell's Department of Applied Economics and Management

## NOVEMBER 2006

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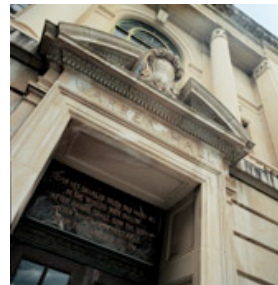
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## Undergraduate Business Program Moves to #11 in 2007 U.S. News & World Report Rankings

We're happy to announce that AEM's [Undergraduate Business Program](#) moved up one slot to #11 in the 2007 *U.S. News and World Report* rankings of undergraduate business programs.

Equally exciting news is that our peer ranking (5.0 = highest), which is based on an annual survey of business school deans and senior faculty at the 483 accredited undergraduate business programs in the U.S., increased to 4.0 from last year's 3.9—a very important move where every 0.1 counts!



### Best Undergraduate Business Programs, 2007 *U.S. News & World Report*

1.	University of Pennsylvania (Wharton)	4.8*
2.	Massachusetts Institute of Technology (Sloan)	4.6
3.	University of California—Berkeley (Haas)	4.5
	University of Michigan—Ann Arbor (Ross)	4.5
5.	New York University (Stern)	4.3
	University of North Carolina—Chapel Hill (Kenan-Flagler)	4.3
	University of Texas—Austin (McCombs)	4.3
8.	Carnegie Mellon University (Tepper)	4.2
9.	University of Southern California (Marshall)	4.1
	University of Virginia (McIntire)	4.1
11.	<b>Cornell University</b>	<b>4.0</b>
	Indiana University—Bloomington (Kelley)	4.0
13.	Emory University (Goizueta)	3.9
	University of Illinois—Urbana-Champaign	3.9
	University of Minnesota—Twin Cities (Carlson)	3.9
	University of Wisconsin—Madison	3.9
	Washington University in St. Louis (Olin)	3.9

\*Peer assessment score; 5.0 = highest.

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[BusinessWeek Online & Forbes Showcase AEM Students, Cornell Faculty & Staff](#)

BusinessWeek, in addition to the release of its first-ever rankings of *undergraduate* business programs last spring, has created a web site aimed at helping undergraduate students sort through their b-school choices. Drawing attention to AEM's Undergraduate Business Program are recent stories featuring students Mark Zimmerman '08 and Alex Zahn '07. Mark's unusual marketing assignment during his summer internship at Sinek Partners—to help a homeless person in New York City increase her revenue by creating more effective signage—was showcased in "Selling Sympathy." And Cornell's new student-run radio station, SlopeRadio, co-founded by Alex and two other Cornell students, was featured in "Good Morning, Ithaca." (Be sure to tune in to this innovative new Internet radio station!)

Faculty and staff features on BusinessWeek online include a profile of Rich Curtis, senior lecturer of AEM 324: Finance, in the "My Favorite Prof" section. Curtis earned this distinction based on our students' responses to last year's *BusinessWeek* rankings survey. Interviews with Amy Benedict-Augustine, director of CALS Career Development, and Ann LaFave, director of CALS Admissions, are featured in "Cornell's Fresh Take on Career Counseling" and "Cornell's Deep Roots."

AEM also got a nod in *Forbes* when it featured Seth Flowerman's company, Career Explorations, in "The New Business of College: Dorm Room Titans." Seth, a junior in AEM, founded his company when he was only 16. Career Explorations operates a summer program for high school students that brings them to Manhattan or Boston for an internship.

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BusinessWeek online



Forbes .com

## "Influencing Up": Second Annual Women's Leadership Forum

This fall's Women's Leadership Forum featured Alisa Cohn, one of Boston's top 10 executive coaches and a Johnson School alumna, who shared with AEM students how to effectively sell their ideas to their boss (and above!) when they are new on the job. This annual event, sponsored by AEM's Diversity and Leadership Program and organized by the Society for Women in Business (SWIB), focused on influence—what is influence, who do we influence, and when do you start influencing—and its role in career success, especially when you are not at the top of the power structure.

Professor Deborah Streeter, SWIB's faculty advisor, noted, "Leadership development is often focused on rising through the ranks to get to a powerful position. But this forum was designed to help the participants think about how to start influencing the organization during the early years of their career."

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Alisa Cohn



## Recruiting at Cornell: Companies Adopt Innovative Approaches

The 2006-07 recruiting season got off to a fast start, with the first company presentation taking place less than two weeks after the start of the fall semester. Top employers from all sectors continue to vie for AEM seniors, and the internship recruiting season already looks promising for AEM sophomores and juniors. The employers recruiting this fall and spring at the CALS Career Development Office in Roberts Hall, combined with the companies and organizations coordinating their recruitment through the central Cornell Career Services office, are offering AEM students a wealth of job opportunities—not to mention turning the interview process itself into a full-time job for our already very busy students!

To attract a diverse pool of top students, companies are increasingly going beyond the traditional on-campus corporate presentation, sponsoring trips to their headquarters and coordinating events with student organizations. Recent examples include the following:

- In October, Credit Suisse hosted a trip to New York City for 20 members of the Mutual Investment Club of Cornell and 20 Society for Women in Business (SWIB) members, who spent the afternoon touring the equity and fixed income trading floor, learning about summer analyst programs, and networking with Cornell alumni.
- S. C. Johnson recently flew 4 AEM juniors, as well as 14 Johnson School MBA students, to Racine, Wisconsin, for its "Day in the Life" event. Students enjoyed a full day of presentations and case studies on brand management, advertising, R&D, and product innovation, as well as candid conversations with current SCJ professionals on typical career paths and what it's like to live in Racine or nearby Chicago and Milwaukee.
- Lehman Brothers will award its VISION Scholarship for women, African, Hispanic, and Native Americans to college sophomores and juniors who have a record of academic excellence and stand out as exceptional leaders on their campus and in the community. In addition to the \$7,500 scholarship, each recipient will be offered the opportunity to participate in the Lehman Brothers Sophomore Rotational Program or the Equities and Fixed Income, Investment Banking, or Investment Management Summer Analyst Program.
- Goldman Sachs has sponsored numerous events this semester, including a "Women in Leadership" presentation by Laura Liswood, a senior advisor to Goldman Sachs and cofounder of the Council of Women World Leaders. AEM sophomores and juniors were also invited to a networking event following the presentation.
- SWIB's 2006 fall calendar is an excellent example of how student-employer partnerships result in meaningful organization events and enhanced recruiting results.

To learn more about recruiting at Cornell for internships or full-time positions, or for ideas on innovative recruiting methods, please feel free to contact Cornell Career Services.

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