

AEMers,

As you plan your course schedule for next Spring (and into the future), please note the following AEM course changes.

Pre-Enrollment dates for Spring 2010

please note that each enrollment period is 3 days

Each appointment time will begin at 6:30 a.m. and end at 4:30 p.m.

- Graduate, Professional
October 21st – October 23rd
- Seniors
October 26th – October 28th
- Juniors
October 28th – October 30th
- Sophomores
November 2nd – November 4th
- Freshmen
November 4th – November 6th

COURSE NOT OFFERED DURING SPRING 2010

AEM 2210 Financial Accounting

AEM 3250 Personal Enterprise & Small Business Management

AEM 3300 Managerial Economics & Decision Making

AEM 4240 Management Strategy

CHANGES TO CURRENT COURSES

AEM 3230: Managerial Accounting

Instructor of this course for Spring 2010: Jack Little

AEM 4050: Agricultural Finance

Instructor of this course for Spring 2010: Brent Gloy

AEM 4210: Derivatives & Risk Management

Instructor of this course for Spring 2010: Calum Turvey

Course will be offered M/W/F 10:10 – 11:00 am

AEM 4280: Valuation of Capital Investment

Instructor of this course for Spring 2010: Susan Cabrera - PhD candidate, Management and Organizations Johnson Graduate School of Management, Cornell University

NEW COURSES

AEM 4550: Economics of Advertising

Jura Liaukonyte, Dake Family Assistant Professor, Applied Economics and Management

M/W - 8:40 - 9:55 am

Pre-requisites: Intermediate Microeconomics, Introductory Statistics AEM Juniors and Seniors given preference

This is an analytical and quantitative course focusing on advertising strategy. How does advertising affect product demand and competitive responses from rival products? Why and how do consumers respond to advertising? What is their sensitivity to advertising expenditures, if any? Can we measure that sensitivity? These are some of the questions that will be analyzed during this course.

AEM 4551: Comparative Perspectives in Poverty Reduction Policy

Chris Barrett & Susan Christopherson

M/W - 2:55 – 4:10 ISS conference Room (146 Myron Taylor Hall)

Pre-requisites: Junior, Senior, and Grad students only – one page statement of purpose to instructors identifying why student is interested in the course and their academic or experiential background in order to enroll

This course builds student understanding of facts about poverty domestically and internationally and of different policies intended to reduce the incidence and persistence of poverty. It exposes students to different disciplinary and geographic perspectives on issues of poverty dynamics and socioeconomic mobility and to the evidence on different policy interventions.

AEM 4160: Strategic Pricing

Jura Liaukonyte, Dake Family Assistant Professor, Applied Economics and Management

T/Th 8:40 - 9:55 am

Pre-requisites: Intermediate Microeconomics, Introductory Statistics AEM Juniors and Seniors given preference

This quantitative course will explore various pricing strategies by taking into consideration the role of consumer behavior, economics, statistics, and management science. Some of the topics covered will include product tying and bundling, peak-load pricing, price matching, warranty pricing, advanced booking and the 99 cent pricing perceptions.

AEM 4940 -002 Risk Simulation and Optimization

Cal Turvey

M/W 12:15 – 2:20

Risk Simulation and Optimization deals with the concepts of randomness and risk in financial management, project analysis, capital budgeting, stock valuations, derivatives, and investment portfolios. The focus of the course is on applying realistic probability models through Monte Carlo simulation and optimization to a wide variety of relevant problems in investment and other applications.

WINTER 2010 COURSE OFFERINGS

AEM 2400: Marketing – Online Distance Learning Course with Professor Perosio

SUMMER 2010 COURSE OFFERINGS

AEM 2210: Financial Accounting - 3 Week Summer Session (June 2 – June 25)

AEM 2400: Marketing – Online Distance Learning Course with Professor Perosio

AEM 2500: Environmental and Resource Economics - 3 Week Summer Session (June 2 – June 25)

AEM 3200: Business Law I - 3 Week Summer Session (June 2 – June 25)

AEM 3230: Managerial Accounting – 6 Week Summer Session (June 28 – August 6)

AEM Business Certificate - The Cornell/AEM Business Management Certificate program is an intensive 7 1/2-week, 9-credit program combining classroom-based study with real-world experiences. The program is held on the Cornell campus in Ithaca, N.Y.

<http://www.sce.cornell.edu/ss/programs.php?v=AEMCERT&s=Overview>