

[www.johnson.cornell.edu/academic/mba/immersion.html](http://www.johnson.cornell.edu/academic/mba/immersion.html)



## The best in the business

In addition to learning from the Johnson School's accomplished faculty, you work shoulder-to-shoulder with some of the top practitioners in your field. A sampling:

- Alan Biloski  
Senior Lecturer of Finance  
Adviser on \$100 million in M&A  
Investment Banking immersion
- Jan Suwinski  
Senior Lecturer of Operations Management  
32-year career as a manufacturing executive  
Semester in Strategic Operations
- Warren Elish  
Visiting Senior Lecturer of Marketing  
Former marketer for restaurant chains  
Boston Chicken and Red Lobster  
Strategic Marketing immersion
- Robert Andolina  
Visiting Senior Lecturer of Finance  
Retired managing director at Lehman Brothers  
Capital Markets and Asset Management  
immersion
- Mark Zurack  
Visiting Senior Lecturer of Finance  
Goldman Sacks pre-IPO Partner  
Capital Markets and Asset Management  
immersion
- Srinagesh Gavirneni  
Assistant Professor of Operations Management  
Supply-chain management expert  
Semester in Strategic Operations
- David BenDaniel  
Don and Margi Berens Professor of  
Entrepreneurship  
World-renowned entrepreneurship expert  
Entrepreneurship and Private Equity immersion
- Manoj Thomas  
Assistant Professor of Marketing  
Expert on psychology of consumers' responses  
to pricing  
Strategic Marketing immersion

- Yaniv Grinstein  
Associate Professor of Finance  
Sought-after expert on executive compensation  
Managerial Finance immersion
- Stuart Hart  
Samuel C. Johnson Chair in Sustainable Global  
Enterprise  
Leading authority on strategic opportunities for  
business in sustainable development  
Sustainable Global Enterprise immersion
- Mark Milstein  
Lecturer of Sustainable Global Enterprise  
Directs the Center the Sustainable Global  
Enterprise  
Sustainable Global Enterprise immersion
- John McClain  
Emerson Electric Company Professor of  
Manufacturing Management  
Award-winning scholar and book author  
Customized Option

## Take the next step

For more information about any immersion, visit [www.johnson.cornell.edu/academic/mba/immersion.html](http://www.johnson.cornell.edu/academic/mba/immersion.html)

To apply, visit [www.johnson.cornell.edu](http://www.johnson.cornell.edu)

For more information, contact:

Office of Admissions and Financial Aid  
The Johnson School at Cornell University  
111 Sage Hall  
Ithaca, NY 14853-6201  
Phone: 607 255-4526 (in U.S. and Canada,  
toll-free: 800 847-2082)  
E-mail: [mba@cornell.edu](mailto:mba@cornell.edu)

*"I definitely felt much more prepared when I got to the internship because of what I learned in the marketing project. It's the most in-depth marketing knowledge you'll get."*

**Margaux Logan,  
MBA '08**

### Immersion:

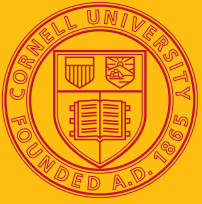
Strategic marketing

### Summer internship:

Pepperidge Farm, Adult Snacks Division

### Employer:

Unilever



Cornell University  
The Johnson School

REAL IMPACT®

# MBA Immersion Learning

Performance learning. Competitive edge.





## Immersion learning is the centerpiece of the Johnson School MBA

The Johnson School's unique immersion program is an intense, hands-on semester of integrated course and field work in a specific industry or career interest. The immersion experience combines:

- Cutting-edge course work
- Outstanding faculty
- Coaching by leading business practitioners
- Problem solving under actual business conditions

### Immediate benefits

Taken during the second half of the first MBA year, immersions give you a distinct advantage for the summer internship, as well as a lasting competitive edge:

- Concentrated, applied knowledge in your chosen field
- Networking with premier companies, faculty, and practitioners
- Problem-solving experience in real-life business settings
- Preferred status with summer recruiters—and long-term employers

### How it works

You complete the bulk of the core MBA course work during your first semester, then plunge into your immersion—electives, site visits, and live cases targeted to get you up to speed in your area of interest. While MBAs at other schools are still taking core courses, Johnson School MBAs are already applying what they've learned—solving real problems for potential employers.

*"The customized immersion really helped me advance my goal of owning my own private-equity firm by allowing me to put together a package of courses in managerial finance, investment banking, and private equity."*

**Rajeshwar Khara,**  
MBA '08

**Immersion:**  
Customized option

**Summer internship:**  
Copal Partners  
(Equity Research)

**Employer:**  
McKinsey & Company

## Current offerings

### Strategic Marketing

Ideal for tomorrow's business leaders who will start their careers as a chief marketing officer, product manager, or brand consultant. Students immerse themselves in the theory and practice of brand management through a combination of theoretical and experiential learning opportunities.

### Semester in Strategic Operations

Ideal for anyone who will assume a profit-and-loss responsibility within a company, including positions in general management; operations, including supply chain management, strategic planning, and production management; finance; and consulting. By visiting 15 to 20 companies throughout the semester students gain a complete understanding of operations.

### Entrepreneurship and Private Equity

Designed for individuals interested in starting high-growth businesses and/or engaging in private equity investments, the program is open to students who want to become principals—those willing to take personal risk and stick with a firm for three to five years. The preparation involves not only theory and research-based knowledge but also a full spectrum of applied entrepreneurship



programs with responsibility for results. Through university-wide connections, students are linked to a powerful and dynamic Cornell network of teachers, researchers, entrepreneurs, venture capitalists, and innovative corporate leaders.

### Capital Markets and Asset Management

For students who are interested in investment management, investment research, and institutional investment management. Students learn how finance is practiced on Wall Street by both the buy side and sell side, as well as how Wall Street influences the overall economy. Students gain a comprehensive understanding of how financial instruments are analyzed, bought, sold, and utilized.

### Investment Banking

Prepares students for careers in mergers and acquisitions and corporate finance. This program consists of a custom-tailored introduction to mergers and acquisitions, corporate advisory, and financing services. Students participate in a three-step process designed to maximize the probability of a successful internship and of landing a job on Wall Street. This program features live cases developed by faculty and corporate finance executives.

### Managerial Finance

Typically taken by those interested in the finance function of an organization, or in financially oriented consulting, this program features live

cases developed by faculty and corporate finance executives, based on actual decision-making challenges; students analyze problems and present their assessment and recommendations to the executives.

### Sustainable Global Enterprise

This immersion is focused on the theory and practice of building competitive business opportunities based on addressing social and environmental issues. It provides students with breadth and depth of knowledge related to the broad impact social and environmental issues present to firms across a number of industries. Students then apply this knowledge by working on real sustainable enterprise projects with companies.

### Customized Option

Provides the ultimate in flexibility. Each student's experience is unique and course work is selected with long-time advisor John McClain. Students who excel in the customized option have well-defined career interests, such as real estate, human resource management, hospitality industry, health care industry, wealth management, consulting, general management/leadership rotation, global business, and technology management.

### Consulting Focus

Students gain in-depth experience in their area of expertise through one of the immersions and learn and develop consulting capability by studying and applying the consulting process. Consulting Focus is offered with all immersions except the Capital Markets and Asset Management immersion and the Investment Banking immersion.

*"The SSO immersion hammered home the connection between the strategy of a company and how it gets executed by employees on the shop floor."*

**Michelle Wonsley,**  
MBA '07

**Immersion:**  
Semester in strategic operations

**Summer internship:**  
Deloitte Consulting LLP,  
Human Capital Practice

**Employer:**  
Deloitte Consulting LLP