

Tompkins County Council of Governments

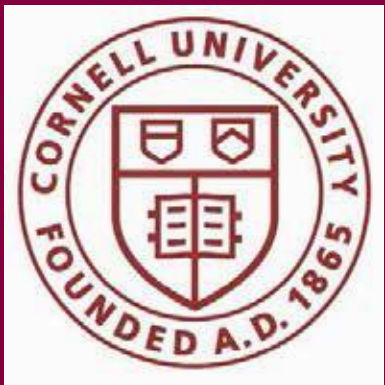
Introduction and Collaboration Discussion

Dyson
The Hotel School
Johnson



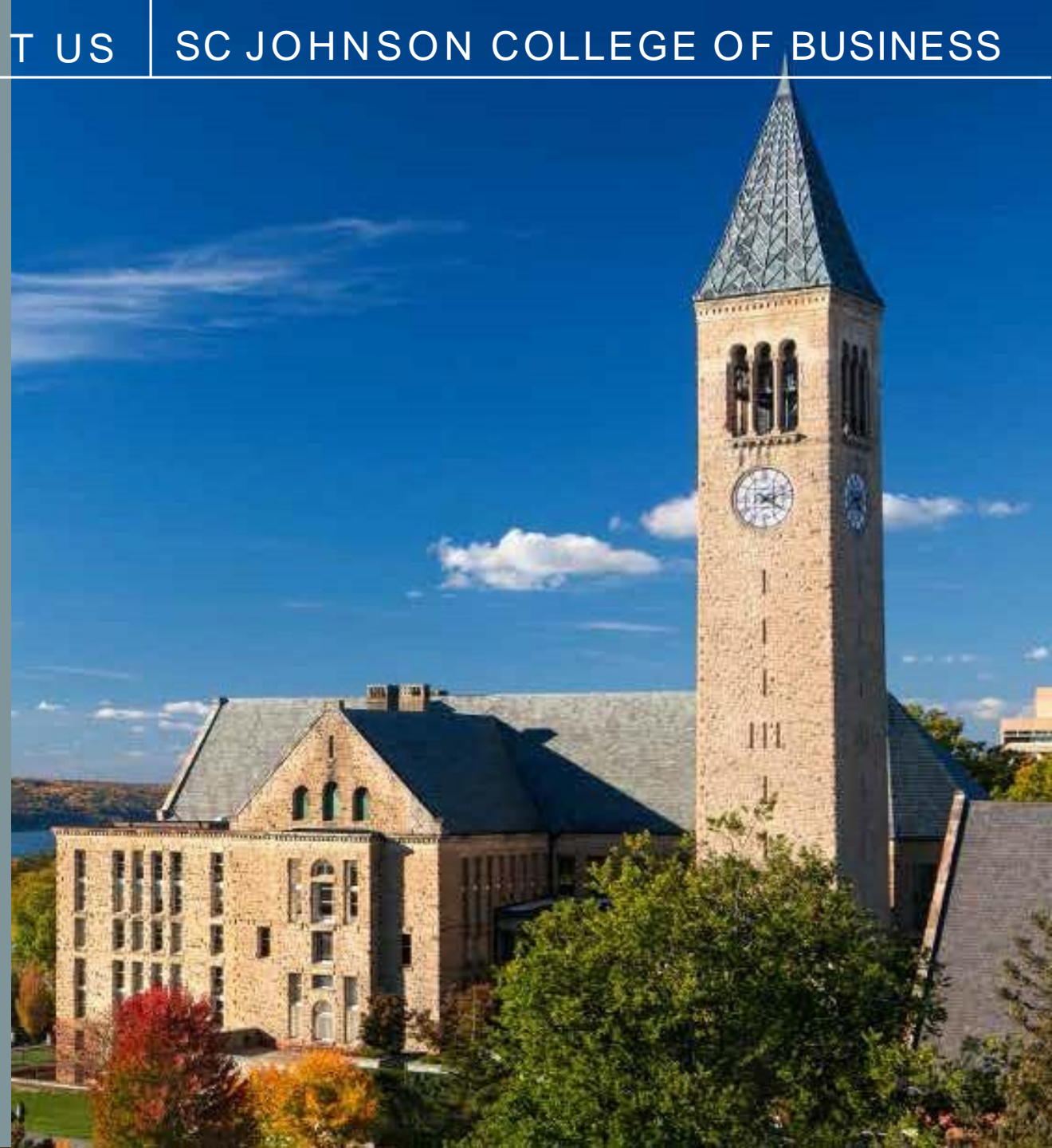
Cornell
SC Johnson College of Business

September 28, 2017



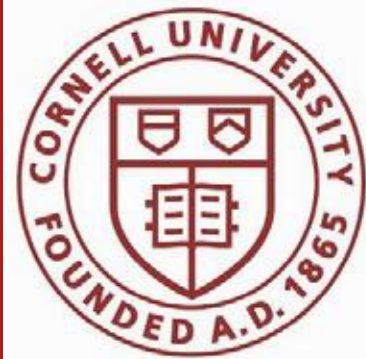
TOGETHER,

our three schools transcend the traditional boundaries of business education and research to transform critical thinking into practical solutions. We collaborate within Cornell SC Johnson, across Cornell, and beyond to mobilize diverse expertise, generate world-class knowledge, inspire students, and impact society in a positive manner.



Uniting the strengths of our top-ranked business schools: Dyson, the Hotel School, and Johnson, the Cornell SC Johnson College of Business enhances collaboration and innovation across industries while preserving each school's individual excellence.

EXCELLENCE
INCLUSION
ENGAGEMENT
COMMUNITY
IMPACT





3,200

students within
the college

3,500

minors outside
the college

#3

largest U.S.
business school

17

different degree
programs

40,000

alumni

#4

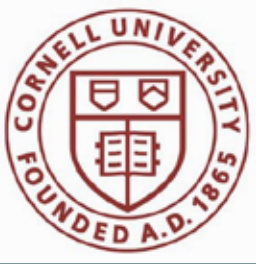
annual business
school budget

214

faculty across
three schools

#4

largest college
on Cornell's
Ithaca campus



FOUNDATIONS FOR SUCCESS

SC JOHNSON COLLEGE OF BUSINESS

RESEARCH & CURRICULUM STRENGTHS

DYSON SCHOOL | PLANET

Sustainability | Development Climate
Change | Food and Agriculture

THE HOTEL SCHOOL | PEOPLE

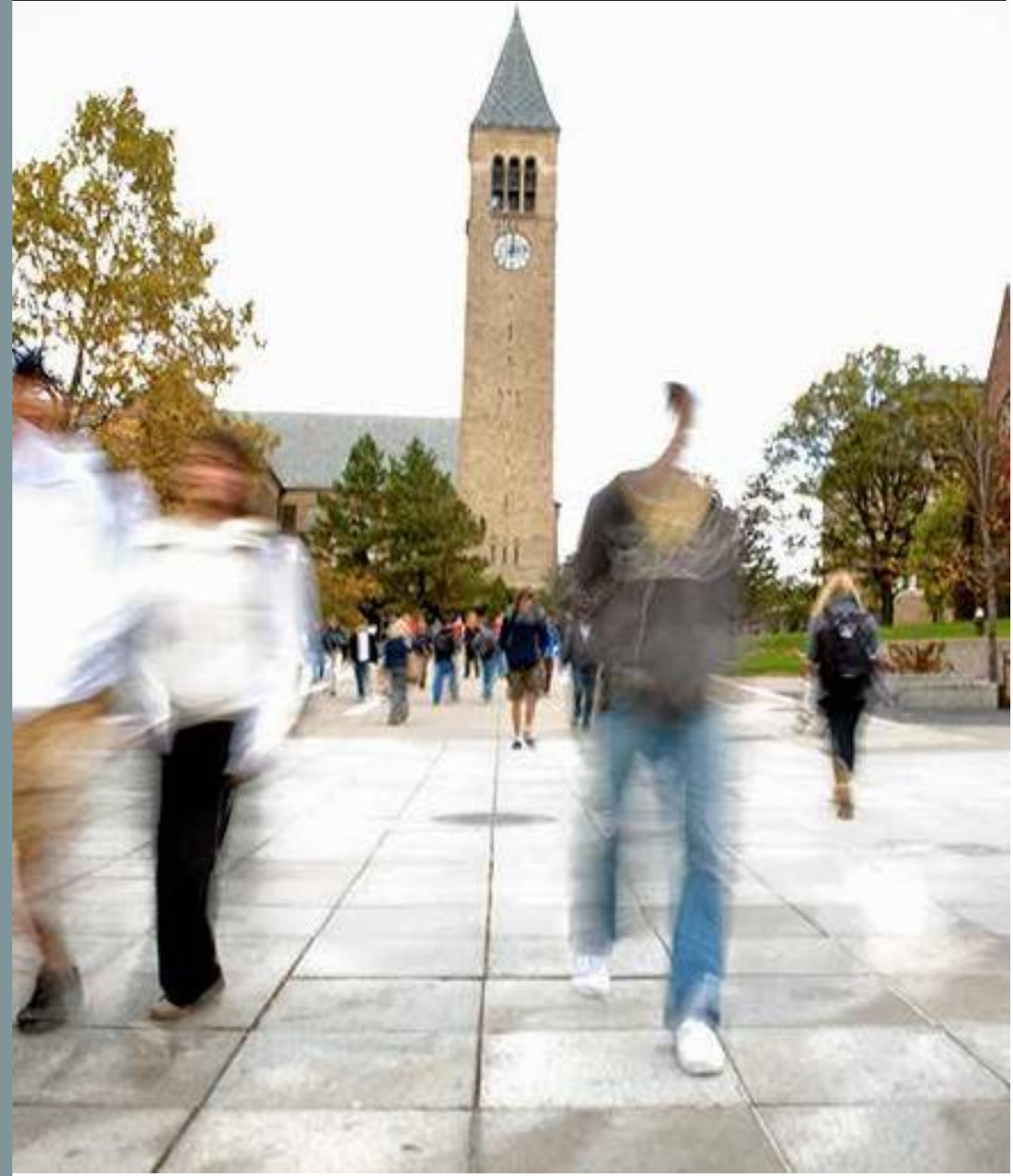
Hospitality | Services | Customer Service | Real Estate

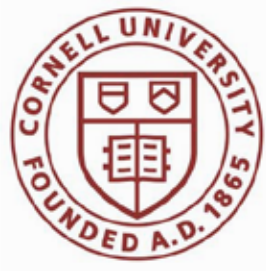
JOHNSON SCHOOL | PROSPERITY

Finance | Accounting | Marketing

CORNELL TECH | TECHNOLOGY

Digital Transformation





THEMES FOR TRANSDISCIPLINARY COLLABORATIONS

The college issued a call for proposals to establish strategic themes, which resulted in seven proposals that were reviewed in spring 2017.

1

BEHAVIORAL ECONOMICS &
DECISION RESEARCH

2

INNOVATION, ENTREPRENEURSHIP
& TECHNOLOGY

3

BUSINESS OF FOOD

4

SUSTAINABILITY

5

EMERGING MARKETS

6

REAL ESTATE

7

BUSINESS ANALYTICS





AREAS OF POTENTIAL COLLABORATION

Goal: create meaningful partnerships

Examples

Partnership between City of Ithaca and SC Johnson College of Business

- LEADBold, Professional Development Series
- City parking – MBA students

Open to creating Festival of Ideas

Looking for similar cost neutral opportunities

Tompkins County Council of Governments

Introduction and Collaboration Discussion

THANK YOU
Q&A and Discussion

Dyson
The Hotel School
Johnson



Cornell
SC Johnson College of Business