The Management Team

LTC Andrew Farina  
Assistant Professor and Program Director  
PL361 (Research Methods I)  
PL462 (Research Methods II)

CPT(P) Travis Cyphers  
Instructor and Program XO  
MG390 (Negotiations)

Dr. Lissa V. Young  
Assistant Professor  
PL379 (Leading Teams)  
MG462 (Entrepreneurship)

MAJ Peter (Ed) Hudelson  
Instructor  
PL300 (Military Leadership)  
MG420 (Operations Management)

MAJ Kimberly Cowan  
Instructor  
PL300 (Military Leadership)

Dr. James Cornwell  
Associate Professor  
PL479 (Leading Changing Organizations)  
PL462 (Research Methods II)

Dr. Eric Lin  
Associate Professor  
MG381 (Intro to Management)  
MG395 (Managerial Accounting)

MAJ Jonathon (JJ) Morgan  
Instructor  
MG410 (Finance)  
MG421 (Strategic Management)

MAJ Steven Maxwell  
Instructor  
MG380 (Marketing)  
MG382 (Human Resources Management)
The Management Major

USMA’s second largest academic major

- **Multidisciplinary**: Human & organizational behavior, cross-cultural, and quantitative decision support.

- **Culture of winning**: Business plan competitions, case studies, learning with industry.

- **Living honorably** and promoting inclusion: Cadets plan, coordinate and lead Special Olympics, Black and Gold Leadership Forum and WP Negotiations Workshop.

- **Develop intellectual capacity**, supports Army and Academy needs: WP Negotiation Project, support to OEMA and Army Marketing.

NYC Management Experience
Google, FBI, EMCOR, DDB, CBS, S&P500, Apple

AIADs

verizon, S&P Global, Walmart, AAFES, Mercedes-Benz, NYC Pride, IESE, ISEB, EMCOR, BNY Mellon, Tuck School of Business, University of Navers, SPURS, PRIDE, NYC, BNY Mellon

Special Olympics

Negotiations

West Point Negotiation Project
## Academic Plan

(Major-related courses are in blue)

Click on Major-related language courses to change course tag to CORE.

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**Management Core Courses**

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**Introduction to Mgmt (MG381)**
- Building Teams, Operating Organizations, Management Fundamentals

**Marketing (MG300)**
- Strategic Marketing, Brand Development, Segmentation Analysis

**Human Resource Mgmt (MG302)**
- Acquiring, Developing, Compensating, and Managing Human Resources

**Leading Teams (MG346)**
- Small Group Dynamics, High Performance Work Teams, Maximizing Team Effectiveness

**Strategic Management (MG421)**
- Capstone: Application of all disciplines to achieve organizational success

**Fundamentals of Accounting (MG395)**
- Business Activities, Transaction Analysis, Financial Statement Analysis

**Managerial Finance (MG3410)**
- Time Value of Money, Risk and Return, Valuation, Financial Analysis

**TAILOR YOUR EDUCATION TO YOUR INTERESTS BY CHOOSING 1 OF 3 MANAGEMENT TRACKS**

- **Business Management**
  - Operations Management
  - Entrepreneurship
  - Entrepreneurship
  - Leading Orgs Through Change
  - Negotiations for Leaders

- **Social Enterprise**
  - Entrepreneurship
  - Leading Orgs Through Change
  - Negotiations for Leaders
  - Operations Management

Choose three of four:
- Entrepreneurship
- Leading Orgs Through Change
- Negotiations for Leaders
- Operations Management

Plus three Complementary Support courses from more than 20 offerings.