MASTER OF SCIENCE in
MARKETING
WELCOME PACKET 2018
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May 2018

Dear Carey Student:

It gives me great pleasure to welcome you to the Johns Hopkins Carey Business School. As a member of the master’s degree program, you are poised for a challenging journey that will impact your life in powerful and positive ways.

The Carey Business School was founded at Johns Hopkins University through the vision of the late philanthropist William P. Carey. He believed that business education could help build a better society. This guiding principle transformed the university’s business program into the AACSB-accredited business school that Carey is today.

In choosing the Johns Hopkins Carey Business School, you will be joining a special place where business is taught with humanity in mind. Led by the experienced Carey faculty, your courses will present business concepts in a rigorous and integrated framework that emphasizes practical applications while challenging you to address real-world problems. Our learning environment fosters thoughtful analysis of critical business issues through the application of leadership, technology, business principles, and ethics.

In addition to the day-to-day support you will receive from the dedicated faculty and staff of the Carey Business School, you will benefit from being part of Johns Hopkins University. All of us, individually and collectively, are committed to your success.

So again, welcome to Johns Hopkins University and the Carey Business School. I wish you a wonderful experience filled with discovery and achievement.

Sincerely,

Bernard T. Ferrari  Professor and Dean

Office of the Dean
100 International Drive  Baltimore, MD 21202-1099  Office Phone 410-234-9210  www.carey.jhu.edu
Ning Li, PhD, Academic Program Director & Assistant Professor

Ning Li, PhD (Duke University), is an Assistant Professor on the Practice Track at the Johns Hopkins Carey Business School from 2014. Her research interests include business-to-business marketing strategy, alliances, global marketing strategy, and marketing ethics.


Arnab Bisi, PhD, Assistant Professor

Arnab Bisi, PhD (Hong Kong University of Science and Technology) is an Assistant Professor on practice track at the Johns Hopkins Carey Business School from 2014, with expertise in Operations Management and Business Analytics. Dr. Bisi’s teaching interests include operations management, supply chain management, business analytics, six sigma quality management, project management, operational risk management, applied stochastic processes, business forecasting.

Among awards and honors received by Louise Schiavone are following: CIBER Summer Faculty Research Award, CIBER Summer Faculty Research Award, Faculty Research Award from the Dauch Center for the Management of Manufacturing Enterprises and the Global Supply Chain Management Initiative of Purdue University, CIBER Faculty International Travel Award

Tao Chen, PhD, Assistant Professor

Tao Chen, PhD (Marketing, Carnegie Mellon University) is an Assistant Professor on the practice track with expertise in the areas of marketing and quantitative methods. She has received honors and distinctions from the Center for Analytical Research in Technology (CART) and was an INFORMS Doctoral Consortium Fellow and an AMA-Sheth Doctoral Consortium Fellow.
Steven D. Cohen, PhD, Assistant Professor

Steven D. Cohen, PhD (Communication, University of Maryland) joined the Johns Hopkins Carey Business School in 2016. He is an Assistant Professor and the Academic Program Director for Executive Education.

Dr. Cohen is a leading expert on persuasive communication and effective presentation skills. He has been quoted in publications such as the Financial Times, Slate, Huffington Post, Inc., and New York Magazine and was featured in the BBC Radio documentary, "Churchill’s Secret Cabinet."

Prior to his academic career, Dr. Cohen spent several years working in the private sector. He was an assistant vice president and team leader at Bank of America and later became a senior strategy consultant at IBM Global Business Services.

Brandon Chicotsky, PhD, Lecturer

Dr. Brandon Chicotsky (University of Alabama) is a business faculty member at Johns Hopkins University specializing in business communication and management. Since beginning university lectureship in 2014, Dr. Chicotsky has taught over 1,000 students in various topics ranging from information management to formal research methods. Dr. Chicotsky teaches at both the Harbor East campus in Baltimore and Washington, D.C. campus for the Johns Hopkins Carey Business School. Dr. Chicotsky’s research interests center on media branding with interdisciplinary aspects of human capital valuations, organizational management, and corporate PR.

Josie D. Ganzermiller, ABD, MA, Lecturer

Josie D. Ganzermiller, ABD (Communication, University of Maryland; MA, Communication Studies, West Chester University of PA) joined the Johns Hopkins Carey Business School as a Lecturer in 2015. Mrs. Ganzermiller is a lecturer with a specialty in persuasion and social influence in professional leadership and health communication. She has previously taught at University of Maryland and Penn State. Mrs. Ganzermiller is currently in the doctorate program in Communication Studies at the University of Maryland College Park. Her research investigates entertainment-education and media effects.
Chris Harris, MBA, Lecturer

Chris Harris, MBA: Chris Harris, MBA (International Management, Thunderbird School of Global Management) joined The Johns Hopkins Carey Business School as a full-time Faculty Lecturer in 2013. His expertise is in applying real-time digital marketing best practices to the classroom. His teaching interests include social media marketing, CRM and entrepreneurship. As a consultant, he has contracted with such notable companies as Mutual of Omaha Insurance Company, Warner Bros Entertainment, UPS, Westwood One, Le Coq Sportif, Helly Hansen, Ericsson, Coca Cola, McDonald’s, Disney, IBM and Nokia. He has also worked as a TV producer in NYC, launched an international consumer apparel business, built the North American operations for a European mobile applications firm and spearheaded the creation of a multichannel marketing division for a leading experiential marketing agency.

Manuel Hermosilla, PhD, Assistant Professor

Manuel Hermosilla (Ph.D., Northwestern) is an Assistant Professor on the research track at the Johns Hopkins Carey Business School from 2014. His current research focuses on the innovation of new technologies, with an emphasis on the biomedical industry. One strand of his work investigates the role of information in commercialization partnerships, highlighting the way it affects the design of contracts and alliances’ timing and performance. A second research strand evaluates the impact of public policies on new technology innovation and trading markets for technology.

Some of his honors and awards include: Kauffman Dissertation Fellowship, Ewing Marion Kauffman Foundation (2013), and the Mervin Shalowitz Fellowship in Health Enterprise Research (2011-2012).

Fred Katz, MBA, MSDE, Senior Professional Instructor

After 25 years of owning and building his own food distribution business, Fred Katz, who describes himself as a “true entrepreneur,” decided to pursue his love of teaching. Along the way, he has maintained and strengthened his consulting ties with major consumer product corporations such as Coca-Cola, Borden, Procter & Gamble, ConAgra, Keebler, and Nabisco, with areas of expertise that include retail food sales, product distribution technology, and marketing, as well as the intricacies of successfully operating a family business. His 31 years of teaching both graduate and undergraduate business students have included 13 years at Johns Hopkins, currently in the areas of competitive strategy, marketing, and entrepreneurship. In 2009, Katz received a Johns Hopkins University Excellence in Teaching Award for the Carey Business School from the Johns Hopkins University’s Alumni Association.
Hyeong-min Christian Kim, PhD, Associate Professor

Hyeong-Min (Christian) Kim, PhD (Marketing, The Ross School of Business, University of Michigan) joined the Carey Business School in 2008. He is an Assistant Professor in the research track with expertise in the areas of consumer decision making and branding. Prior to joining the Carey Business School, Dr. Kim received the 5th Baruch College Faculty Research Recognition Award in 2007, the Eugene M. Lange Faculty Research Award in 2006, and the Association for Consumer Research’s Franco Nicosia Best Paper Award in 2005.

His teaching interests include Marketing Management and Marketing Strategy.

Alexandra C. Klaren, PhD, Assistant Professor

Alexandra Castro Klarén received her PhD in Communication from the University of Pittsburgh in May 2016. She is currently working on turning her dissertation, “‘Invisible to the Eye’: Rhetorics of Ethical Emotionality in Mister Rogers’ Neighborhood” – an inquiry into the rhetorics of the children’s television program from a cultural, media studies, and communication ethics perspective – into a book.

Her research and teaching interests are rooted in the study of media, culture, communication ethics, and human emotion, with concentrations in cultural studies and human values. Professor Klaren is primarily interested in understanding the ways that value systems and identities are constituted by and through the media and other prominent social institutions.

Stacy Lee, JD, Assistant Professor

Stacey Lee, JD, is an Assistant Professor in the practice track with expertise in the areas of business law, ethics and social responsibility. Her teaching interests include Negotiation and Mediation, Legal Issues in Medicine and Business Law.

Professor Lee has been a recipient of the Greenwall Fellowship Program in Johns Hopkins Berman Institute of Bioethics and Health Policy; has been selected as Health Law Scholar by the American Society Law Medicine & Ethics and the Saint Louis University Center for Health Law Studies.

Nayoung Lee Louie, PhD, Lecturer

Nayoung Lee Louie (PhD, Biomedical Engineering, Johns Hopkins University School of Medicine) has been a part of the Carey Business School’s Discovery to Market project since 2010. Her research is in the field of brain imaging and computational anatomy. She collaborated with researchers at UCLA, Northwestern University and University of New South Wales in Australia. She also worked at a start-up biotech company specializing in the adult stem cell technology as a medical consultant.
Sylvia Long-Tolbert, PhD, Assistant Professor

Sylvia Long-Tolbert, PhD (Marketing, Ohio State University) joined the Johns Hopkins Carey Business School in 2012. She is a clinical practitioner with expertise in the areas of consumer research, services marketing and brand management.

Her honors and distinctions include: Co-Founder and Vice President, American Marketing Association Diversity and Marketing Special Interest Group; Faculty Advisor, Key Bank National MBA Case Competition Winner and Finalists; Ohio State University, Fisher College of Business Administration Pacesetters Award, 2000; GE Faculty of the Future Recipient, 1999; Sheth-AMA Doctoral Consortium Fellow, 1998.

Jaana Myllyluoma, PhD, Lecturer

Jaana Myllyluoma, PhD (Johns Hopkins University Bloomberg School of Public Health) is a fulltime faculty lecturer with a specialty in leadership ethics. Dr. Myllyluoma is a certified professional coach and empowerment practitioner, and has a private practice coaching executives and academics. She serves as consultant and trainer for observational data collection studies, and has served on the Ethics and Standards Committee of the International Coach Federation (ICF). Dr. Myllyluoma has authored and co-authored numerous peer-reviewed articles and research reports and presented at professional conferences. Prior to joining the Carey School, Dr. Myllyluoma directed research projects at the Johns Hopkins Institute for Policy Studies, and was the site director for Battelle’s Centers for Public Health Research and Evaluation.

Jian Ni, PhD, Associate Professor

Jian Ni, PhD (Industrial Administration, Tepper School of Business, Carnegie Mellon University) joined the Johns Hopkins Carey Business School in 2010 as a Research Track faculty with expertise in the areas of consumer behavior and firm strategy in the healthcare, technology and financial services industries.

Shrikant Panwalkar, PhD, Associate Professor

Shrikant S Panwalkar, PhD, joined the Johns Hopkins Carey Business School in January 2011 after a long career in academics/consulting. He is an Associate Professor in the practice track with expertise in the areas of operations research and scheduling. His teaching interests include Operations Management, Project Management, Decision Models, Statistics, Quality Management, and Business Analytics.

Louise Schiavone, MS, Senior Lecturer

Louise L. Schiavone (Journalism, Columbia University School of Journalism, New York City) joined the Johns Hopkins Carey Business School in 2011. She is a Senior Lecturer with a specialty in communications.

Some of her honors and distinctions include: Reporting about federal deficit spending appears in the movie, “I.O.U.S.A,” (2008), CNN: on-air correspondent in 2008 when the Peabody Award for political coverage was given to all at CNN (2008), and Emmy Nomination, Lou Dobbs Tonight, “War on The Middle Class” (2005).

Shubhranshu Singh, PhD, Assistant Professor

Shubhranshu Singh, PhD (Business Administration, University of California at Berkeley) joined the Johns Hopkins Carey Business School in 2013. He is a tenure-track professor in Marketing with expertise in the area of competitive marketing strategy and specific interests in developing markets. He teaches the Advanced Marketing Strategy course in the MS Marketing Program.

Dalton Tong, MBA, CPA, CGMA, FACHE, FHFMA, Senior Lecturer

Dalton Tong, CPA, is a Senior Lecturer at the Johns Hopkins Carey Business School from 2014. He previously worked as the Vice President, Executive Vice President and President and Chief Executive Officer of the Greater Southeast Healthcare System, Vice President of Finance at the Harbor Hospital Center.

He has received the Faculty of the Year Award for the Johns Hopkins University Business of Medicine (2006 and 2008), the Maryland Smart CPA Award by Smart CEO Magazine (2005), the American College of Healthcare Executives, Regent’s Award for Excellence in Healthcare Management (1993), and the Tribute to Excellence Award, Greater Southeast Healthcare System (1993).
Kathy Wilson, PhD, Senior Professional Instructor

Katherine Wilson, PhD (Education Leadership, American University) has an extensive background in Marketing and has been affiliated with the Johns Hopkins University since 1993. Prior to joining Johns Hopkins, she was Vice President of Market Development for Delta Consultants Ltd. and founder and president of MarkeTrac, Inc., servicing clients including The Baltimore Symphony, McCormick and Company, PBS, The American Red Cross, Greater Baltimore Medical Center, and the Johns Hopkins Hospital and Hopkins affiliates.

Haiyang Yang, PhD, Assistant Professor

Haiyang Yang, PhD (Marketing, INSEAD) joined the Johns Hopkins Carey Business School in 2013. He is an Assistant Professor in the research track with expertise in the areas of marketing strategy and consumer psychology. His research has appeared in major marketing and psychology journals, and received recognitions and support from organizations such as the Association for Consumer Research, Society for Marketing Advances, and Wharton Customer Analytics Initiative.

Meng Zhu, PhD, Associate Professor

Meng Zhu, PhD (Marketing, Tepper School of Business, Carnegie Mellon University) joined the Johns Hopkins Carey Business School in 2011 as an Assistant Professor. She received her B.A. in Comparative Literature with honors from Nanjing University in China, and completed her Ph.D. in Marketing at Tepper School of Business at Carnegie Mellon University where she was awarded the William Larimer Mellon Fellowship and Herbert A. Simon Doctoral Dissertation Award. Her research interests broadly fall into the domain of consumer judgment and decision-making. It consists of two independent, yet overlapping streams of inquiry. She teaches the Behavioral Analysis for Marketing Decisions in the MS Marketing Program.
PROGRAM SUMMARY

The program requires 36 credits. Full-time students must complete the program in 3 semesters: Fall, Spring, and Summer. Course waivers are not granted in this program.

CURRICULUM All courses are 2 credits unless otherwise noted.

Business Foundations (12 credits)
BU.210.620 Accounting and Financial Reporting
BU.120.601 Business Communication
BU.132.601 Business Law
BU.131.601 Business Leadership and Human Values
BU.410.620 Marketing Management
BU.510.601 Statistical Analysis

Functional Core (6 credits)
BU.420.710 Consumer Behavior
BU.410.601 Marketing Research
BU.450.710 Marketing Strategy

Elective Courses (18 credits) Students choose 8 courses from the following:
BU.420.730 Advanced Behavioral Marketing
BU.430.710 Branding and Marketing Communications
BU.460.710 Business-to-Business Marketing
BU.430.720 Pricing Analysis
BU.420.720 Customer Relationship Management
BU.510.650 Data Analytics
BU.460.700 Integrated Digital Marketing
BU.450.630 Field ExperimentsBU.460.730 New Product Development
BU.430.740 Sales Force and Channels of Distribution
BU.450.750 Strategic Market Intelligence
BU.450.760 Customer Analytics
BU.450.765 Social Media Analytics
BU.520.601 Decision Models
OVERVIEW OF ORIENTATION SCHEDULE

ORIENTATION 2018

Required Orientation Date: Friday, August 17, 2018
Location: Renaissance Baltimore Harborplace Hotel, 202 E Pratt St, Baltimore, MD 21202

The Master of Science (MS) New Student Orientation is a day-long event designed to prepare you for your studies and introduce you to classmates, faculty, staff, and resources. Orientation serves as an introduction to Johns Hopkins University, Carey Business School, and your graduate degree program. At Orientation you will learn about the tools and resources available to you as students and future alumni. Orientation is designed to be informative, interactive, and engaging, while setting the expectations for your time as a graduate student. Orientation is mandatory for all full-time students and we encourage you to actively participate in sessions throughout the day.

Students are advised to plan their arrival accordingly to allow enough time to take care of housing, banking, and other questions before the orientation program starts. A detailed schedule of orientation events will be given out to all students upon arrival. Registration for orientation is required and available via the myCarey Portal. The orientation schedule will include the follow sessions:

- Alumni Perspectives
- Academic Advising
- Academic Integrity and Ethics
- Faculty Panel
- Life in Baltimore
- Program Overview
- Security and Safety
- Student Engagement
- Reception with Faculty and Staff
# Academic Calendar

## Fall Semester—2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 15-17, 2018</td>
<td>Orientation</td>
</tr>
<tr>
<td>August 20, 2018</td>
<td>Fall I session classes begin</td>
</tr>
<tr>
<td>October 16, 2018</td>
<td>Fall I session classes end</td>
</tr>
<tr>
<td>October 17, 2018</td>
<td>Fall II session classes begin</td>
</tr>
<tr>
<td>November 21-24, 2018</td>
<td>Thanksgiving Holiday—no classes held</td>
</tr>
<tr>
<td>December 18, 2018</td>
<td>End of fall semester</td>
</tr>
</tbody>
</table>

*Please do not make any travel plans before the end of the semester*

## Spring Semester—2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 22, 2019</td>
<td>Spring I session classes begin</td>
</tr>
<tr>
<td>March 20, 2019</td>
<td>Spring I session classes end</td>
</tr>
<tr>
<td>March 21, 2019</td>
<td>Spring II sessions begin</td>
</tr>
<tr>
<td>May 16, 2019</td>
<td>End of spring semester</td>
</tr>
</tbody>
</table>

*Please do not make any travel plans before the end of the semester*


The Carey Business School reserves the right to change without notice any programs, policies, or requirements included here.
GETTING STARTED

Student Handbook and Academic Ethics Policy


All students are required to read the Academic Ethics Policy and submit a pledge. Details about this policy and pledge are available in the Handbook and online: https://carey.jhu.edu/life-at-carey/student-resources/academic-ethics-policy/.

Johns Hopkins Enterprise Directory Identification (JHED ID)

JHED is a university-wide online directory of students, staff, and faculty. All students are assigned a unique JHED ID number by Johns Hopkins. Your JHED ID and password are required to access various applications and resources within the Johns Hopkins organization.

To find your JHED ID, search your name in the top right search field on this page: https://my.jh.edu/portal/web/jhupub/. Your JHED ID will be listed next to Login ID. It is a combination of your first initial, last name, and number(s).

Once you know your JHED ID, you are required to create your own password. Please follow these steps to complete your JHED account:

- Go to the Johns Hopkins Enterprise Directory website (https://my.johnshopkins.edu)
- Click the "First Time JHED Users Click Here" link in the box on the top left of the page
- Enter your JHED ID in the First Time Login box
- Follow the prompts to verify your identity using the last 5 digits of your social security number* and create a password (note the minimum character requirements of 8 characters with 2 alpha and 2 numeric). Passwords expire after 180 days.

*If you do not have a social security number, a temporary replacement number has been issued to you. To locate your temporary replacement number, please log in to your online application. Go to the Personal Information Section and find the field labeled social security number. You will need the last 5 digits of this number to authenticate the JHED LID. This number is not a US Government issued social security number and is only active within Johns Hopkins University. If you obtain a US Government issued social security number while you are a student, you must submit documentation to the Office of the Registrar: carey.registration@jhu.edu

JHU E-Mail

Johns Hopkins has teamed up with Microsoft to provide Office365 email for Carey students. All students must activate a JHU e-mail account (Office365) in order to register for classes. Both the University and Carey send correspondence such as billing statements and universal announcements to your Office365 account, so it is important for you to activate and monitor this e-mail. For step-by-step instructions to activate your Office 365 email, visit http://www.it.johnshopkins.edu/services/email/Office365/

NOTE: If you are an employee at the Johns Hopkins University or Medical Institutions, you should already have an e-mail account established, and will not need to follow the steps outlined below.

J-Card

The J-Card is the official identification and access card for students, faculty, and staff of the Johns Hopkins University, including the Johns Hopkins Carey Business School. Before arriving on campus, please log into https://my.jh.edu/ with your JHED ID and password. You will be prompted to upload a photo. Follow the photo requirement instructions located on the screen and upload your photo by the dates listed for Carey Business School students. J-Cards will be available for students to pick-up at the Harbor East location or the Washington, D.C. Center. Campus Operations and Facilities will send an email to all students with pick-up instructions. All students are required to have their J-Card on them at all times and must present them to security in order to gain access to the building each time they enter. If a student loses, misplaces
or damages his/her J-Card, the student must request a replacement (a replacement fee of $20 will be assessed). Payment is accepted by credit card or checks only. If you have any questions please email us at carey.jcard@jhu.edu.

**Emergency Alert System and Weather Closure Information**

Johns Hopkins University offers an Emergency Alert system to all students, faculty, staff, and affiliates. This system will alert you of any emergencies or closures on the selected campuses. The alerts will be sent to your phone via text message. To Sign-Up for Emergency Alerts:

- Log into [https://my.jh.edu](https://my.jh.edu) with your JHED ID and password
- Hover over the My Profile icon on the left and click Emergency Alerts
- This may require a second login with your JHED ID and Password
- Enter your cell phone number, indicate your service provider, and click the box next to “Receive Emergency Alerts”
- Click on the hyperlinked “Receive Emergency Alerts” to select the campus(es) for which you want to receive emergency information
- Read and accept the Terms of Service and click save when finished

To find out if the Carey Business School is closed due to weather or other unforeseen conditions, you may also visit the JHU Weather/Emergency Notices website: [https://www.jhu.edu/alert/](https://www.jhu.edu/alert/).

**Course Registration & Student Information System (SIS)**

SIS is the system you will access when it is time to register for your courses. You will be notified when registration is available for your program. Please do not attempt to register until you receive this notification. You will also be able to use SIS to view course offerings, grades, and your student account and billing. You may access the SIS system at [sis.jhu.edu](https://sis.jhu.edu). SIS provides 24/7 access to your information. You will need your JHED ID and password to access this system. You will be assigned a “Hopkins ID” in SIS (a six-character combination of letters and/or numbers). This is required for identification in certain circumstances and is different from your JHED ID (which is based on your name).

**Immunization Requirement**

**Washington, D.C. students - Immunization Requirement:**
According to Washington, D.C. Immunization Law 3-20, students under the age of 26 who attend classes in Washington, D.C. must get vaccinations for measles, mumps, rubella (MMR) and tetanus/diphtheria. You will need to submit proof of your immunizations once you register for classes at the Washington, D.C. Center. Such forms are provided to all students admitted to the Carey Business School. An immunization hold will be placed on student accounts, preventing registration if the completed immunization form is not submitted by the registration period of your second semester at the school. Download the immunization form here: [https://carey.jhu.edu/uploads/files/Immunization_Form2015.pdf](https://carey.jhu.edu/uploads/files/Immunization_Form2015.pdf)

**Baltimore, MD, students - Immunizations**
Students attending classes in Baltimore, MD, are strongly advised to get the following vaccines:

- Varicella
- Tetanus, diphtheria, and acellular pertussis (Td/Tdap) vaccination
- Measles, mumps, rubella (MMR) vaccination
- Meningococcal vaccination
- Hepatitis A vaccination
- Hepatitis B vaccination

The above vaccines are recommended by the Centers for Disease Control and Prevention: [http://www.cdc.gov/vaccines/schedules/hcp/imz/adult.html](http://www.cdc.gov/vaccines/schedules/hcp/imz/adult.html)
Blackboard

The Carey Business School uses the course management tool Blackboard, which provides instructors with the opportunity to integrate technology into the teaching and learning process. Faculty members create and manage their own course websites while having the ability to gauge students’ knowledge and encourage exploration. Enrolled students can access course sites and communicate with instructors and students from a web browser.

Q: Where and how do I login to Blackboard?
A: blackboard.jhu.edu Click “Login using JHU Enterprise Authentication.” Next, you will be prompted for your JHED ID and JHED password (for instructions about your JHED account, please see the JHED information sheet in this section).

Q: What is my Blackboard username and password?
A: You will use your JHED ID and JHED password to log onto Blackboard.

Q: Do I need to register for courses?
A: Students are responsible for registering for courses before school starts. Course registration is done in the Student Information System (SIS) sis.jhu.edu. New students will be notified when course registration is open for their program (typically by early July) and will receive detailed instructions at the same time.

Q: Can I see in Blackboard the courses for fall 2018?
A: To see your courses in Blackboard you must do the following:
Officially register in SIS
Allow 24 hours after your registration
Know that the professor/instructor for the course is using Blackboard and has made the course available.

Q: I need help with Blackboard. Who should I contact?
A: 24-hour technical help is available by phone 1-866-669-6138 or by opening a ticket online at: https://help.edusupportcenter.com/shplite/jhucarey/home. You will be helped with basic questions about logging onto and navigating within Blackboard.

Q: Where are the materials for my course in Blackboard?
A: Each instructor uses Blackboard slightly differently. Your instructor should, at the minimum, post the syllabus in Blackboard. Please ask your instructor if they will use Blackboard. Instructors are not required to update Blackboard until two days before the class starts.

Laptop Specifications

It is strongly recommended to follow the guidelines below:

Minimum Software Recommendations:
OS - Windows 7 or higher – (English Language Version)
Fully Functioning Anti-Virus (Microsoft System Center Endpoint Protection is provided free of charge by JHU while a student at http://www.it.johnshopkins.edu/antivirus/)
MS Office Pro Plus 2016 (available free of charge while a student at: http://jhu.onthehub.com)

Minimum Hardware Recommendations:
Intel processor i5 or higher or similar
14.1" Widescreen Display
Memory - 8.0GB
1 GB Video
160GB+ Hard Drive
802.11a/g – Wireless

Most MAC computers will meet all specifications noted above. However, there may be software that is specific to JHU courses which may not be compatible, for example, Argus and Crystal Ball. In some cases, our IT department provides loaner laptops during on-ground class time. Johns Hopkins offers discounts to students for hardware and software. Please visit http://www.it.johnshopkins.edu/gettingstarted.html for further information.

Lynda.com and Math Tools

The Carey Business School is pleased to offer you complementary access to lynda.com, an online library of instructional videos on a variety of topics, including business and creative skills, and use of latest software tools. Each module is taught by accomplished teachers and recognized industry experts.

Here is a short sample selection of relevant lynda.com courses
- Accounting and Financial Reporting
- Business Writing Fundamentals
- Microsoft Office
- Up and Running with Matlab
- Project Management
- SPSS Statistics Essentials
- R Statistics Essentials
- Time Management Fundamentals

To access lynda.com’s library of instructional videos, please go to http://carey.jhu.edu/lynda and create your account. Once logged in, you can view the "How to use lynda.com" course to learn how to find and access lynda.com tutorials.

The following links may be helpful for students who need a refresher of their quantitative skills:

Khan Academy
https://www.khanacademy.org/

Additional quantitative tutoring resources are available on the Student Success Center website:
http://carey.jhu.edu/students/student-resources/academic-support/student-success-center/quantitative-tutoring/quantitative-tutoring-resources
STUDENT ACCOUNTS

TUITION PAYMENT INFORMATION FACT SHEET

What is the tuition fee structure? The tuition for Full-Time MS programs starting in Fall 2018 is $68,900. You will be billed in equal parts in the fall, spring, and summer semesters. There is a one-time matriculation fee charge of $500 that is billed in the fall. There are two payment options: to pay tuition in full or enroll in the monthly payment plan. You will also be responsible for purchasing health insurance for the year at $2,076* which will be billed in equal parts along with your tuition each semester unless you provide proof of comparable insurance.

*Please note that this figure is subject to change and the final official health insurance premium will be available in mid-June. Students will be notified once the premium is final.

Does Carey offer a payment plan? Yes, we offer a 10-month interest-free payment plan to students in full-time programs. There is a $75 enrollment fee. For more information or to enroll, please contact Tuition Management Services at 1-888-713-7238 and provide them with your six-digit Hopkins ID, or visit the website at www.careyjhu.afford.com

When is my tuition payment due? Tuition for the fall semester is due in full by September 1, 2018. The due date for the spring 2019 semester is due in full by February 1, 2019. The due date for summer 2019 tuition will be available in early 2019. Students who have not paid their tuition before the due date will be subject to a $250 late payment fee. Johns Hopkins University policy also prohibits students with outstanding balances from registering for classes and receiving any future services until the balance is paid in full. Electronic tuition bills are presented in SIS Self-Service on the second Wednesday of every month.

What are the payment options? Domestic students and international students who have an account with an American bank should pay by personal check, or you may pay online by electronic check. Credit cards are not accepted for tuition payments. A wire transfer from foreign banks and Western Union is available for the international students who prefer to transfer funds from overseas. Please visit our website for additional wire transfer information.

My employer offers reimbursement of tuition. How do I set that up? Students who participate in employer tuition reimbursement programs should plan to pay all tuition and fees at the time of registration. Students should then follow their employer’s procedures for requesting reimbursements. Please contact our Office of Student Accounts at 410-234-4755 for more information on billing.

Since my company is sponsoring my education, can I wait for my reimbursement from the company to pay my tuition bill? The payment for the program is the student’s responsibility, and tuition charges need to be paid in full by September 1, 2018 for the fall semester and February 1, 2019 for the spring. Questions relating to reimbursement are handled by the students, according to your sponsor’s policy. The payment deadlines set by the Billing Office/Student Accounts will not be linked to your sponsor’s reimbursement schedule. Students who are eligible for financial aid may want to utilize financial aid for their first semester and then utilize your sponsor reimbursements to pay for subsequent semester tuition bills.

Contact Information

Courtney Mish, Director, MS Programs 410-234-3079 cmish@jhu.edu
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CAMPUS INFORMATION

Carey Business School Campus at the Legg Mason Tower
The faculty and staff welcome you to the Carey Business School Campus at the Legg Mason Tower. Whether you are a first time student or a returning one, we want you to have a successful experience on our campus. We will work with you to resolve issues and requests you may have during your time on campus.

Campus Address
100 International Drive
Baltimore, MD 21202-1099
Telephone: 410-234-9300
Security: 410-234-9301

Hours of Operation
2nd Floor
Monday through Thursday 7:00 AM – 10:00 PM
Friday 7:00 AM – 9:00 PM
Saturday 7:00 AM – 6:00 PM
Sunday 10:00 AM – 6:00 PM

5th Floor Learning Commons
Monday-Thursday 7:00 AM – 9:30 PM
Friday 7:00 AM – 8:30 PM
Saturday 7:00 AM – 5:30 PM
Sunday 10:00 AM – 5:30 PM

24th Floor
Monday-Friday 7:00 AM – 6:00 PM
Saturday & Sunday Closed

*The Carey Business School locations operate on an alternative schedule during summer and winter breaks, hours of operation are posted throughout the centers in mid-May for summer and in December.

Access
All students, faculty and staff must show their university identification (Jcard) to the security officer upon entering the building. Access to the campus for students will be through the Carey Business School main entrance on International Drive. Student Service departments are located on the 5th floor, students may access this floor during normal business hours (8am-5pm) or by appointment only. Faculty is located on the 12th and 13th floors. If you have an appointment with a faculty member, please visit the reception desk on the 2nd floor, security will call the faculty member and they will meet you in the elevator lobby of that floor.

Carey Business School Building Rules & Regulations
Please adhere to the following while at the Johns Hopkins Carey Business School. Any infractions to these rules and regulations could result in loss of access to the building. Please contact the front desk at 410-234-9300 for any questions or concerns.

- No lingering, congregating, assembling or making of any noise in any common area of the building, on the sidewalks or plaza area.
- Please do not use any other restroom facility in this building other than the 2nd and 5th floor restrooms.
- No littering or permitting the emission of any noise or odor into any common area or space occupied by other tenants.
- Please conduct yourself in a professional manner at all times. Please use appropriate behavior etiquette at all times.
- No engaging in any protests or acts of civil disobedience while in this building.
- No smoking inside the building, including any of the balconies.
• No attaching anything to any common area or entrance doors to the premises.
• Do not block access to any common areas, entryways, and elevator corridors.
• Please no running in this building, to avoid injury.
• Please keep feet off the tables and chairs.

Room Scheduling
Group study rooms are available for groups of 2 or more, students seeking individual study should use the common areas or the library. To make a reservation, access http://groupstudy.johnshopkins.edu/, sign in with your JHED ID, and click on “Reservations” on the top menu. You have the option of reserving group study rooms in Washington DC at the Learning Commons located at 1717 Massachusetts Ave, 3rd Floor or at our Harbor East location on the 2nd and 5th floors.

Once the preferred location is selected, navigate to the date you would like and click in a time block that is aligned with an available room. On the next page, you can adjust the start and end time as well as the date. Title your reservation and click create. Your reservation cannot last longer than 3 hours or have a date more than two weeks in advance. Please email carey.groupstudyrooms@jhu.edu if you have any questions or encounter any issues with the system.

Business Service Center
The Business Service Center, located on the 2nd floor next to the Library, is available for all students. The Center contains copiers and printers that can be accessed using your JCard. There is an automated machine to add funds to your Jcard. You can also add funds online at https://eacct-jcard-sp.blackboard.com/eAccounts/AccountSummary.aspx?menu=0.

Lockers
Lockers are available on a first come first serve basis. Please visit 2nd floor reception desk to complete an application to use a locker for the academic semester. Students are encouraged to share lockers with a fellow student and will have priority over individual requests. You will be notified via email once your application has been processed. You must use the combination lock supplied by the Operations & Facilities department.

*Please note Carey Business School Administration reserves the right to search lockers at any time.

Lost & Found
Lost and found is located at the 2nd floor reception desk. If you suspect that you lost an item within the Carey Business School, please check in with either a security officer or an administrative staff member at the 2nd floor reception desk.

Mail
All students who receive mail will receive an e-mail that their item is ready for pick up. All mail can be retrieved at the second floor IT/OPS help desk window. Outgoing mail can be sent via the United States Postal Service (USPS) only. You may place your items in the designated black tray located on the IT/OPS service counter. All items must be stamped with the appropriate amount of US Postage stamps or it will be returned. Outgoing parcels/boxes must have the correct labeling prior to shipment. USPS and UPS are the only two couriers that accepts outgoing packages from our facilities, if you need to send something via another carrier you need to contact the company and arrange a pick-up.

Student Lounge
The student lounge is available for all students on campus and serves as a meeting place for students who wish to bring their lunch to school. Food vending machines are located in the 2nd floor student lounge and the 5th floor near the student pantry. Eating or drinking is not permitted in any classroom or study room.

Library
The Carey Library is open during normal campus hours.

For Library specific questions, please be in touch with the Business librarians directly (businesslib@lists.johnshopkins.edu)

Smoking Policy
The Legg Mason Tower, home of the Johns Hopkins Carey Business School Campus, is a non-smoking property. Following is the Legg Tower Smoking Policy. We ask that Carey students adhere to the policy.

In accordance with Maryland State Law and the building’s LEED program, smoking is strictly prohibited in the entire building, garage and within 35 feet of the building’s perimeter. This includes perimeter sidewalk areas, loading dock area and inside any vehicles parked within the garage. Smoking will only be allowed in the areas outside of the 35 foot radius requirement extending from the building entrances, outdoor air intakes and any building penetrations that may provide outside air to the building.

Ash urns are provided in two designated offsite smoking locations:
- International Drive Promenade area at the bottom of steps
- Lancaster & President Street area past the loading dock

All smokers are required to adhere to this policy. Please smoke in the designated areas and use ash provided or go to another offsite location.

**Legg Mason Cafeteria – 4th Floor**
The Legg Mason Cafeteria (Cook Café) is located on the 4th floor of the Legg Mason Tower. Breakfast is served until 10:00 AM and lunch is served until 2:00 PM daily, Monday through Friday. The Café is not opened on Saturday or Sunday. The Cafeteria is a non-cash facility. Only credit or debit cards are accepted as payment.

Cook Café is part of a larger business environment and therefore we require appropriate behavior and attire at all times. Appropriate business attire can include both dress and casual styles subject to certain limitations.

Legg Mason reserves the right to request that a person who they deem to be wearing objectionable items or whose behavior is inappropriate leave the Café immediately. Repeat offenders will have their access privileges revoked permanently.

**Parking & Transportation**
Please note that Student Parking is only sold the first 2 weeks of each semester. There are two entrances to the Towne Park garage: on International Drive, underneath the Four Seasons Hotel, and one on President Street. **Students are required to park on level P5 only.** Failure to park on this level could result in loss of privileges to park in this garage.

Monthly parking passes are available at a discounted rate of $84.00/month through the Towne Park website. See below for step-by-step instructions on how to set up monthly parking.

Daily discounted parking is available to students taking **EVENING & SATURDAY CLASSES ONLY.** In order to use the discounted pass you must enter the garage at 5 PM or later Monday-Thursday and 8 AM or later on Saturday. Passes are sold at the 2nd floor reception desk or IT/OPS service counter Monday-Thursday from 5:00pm-7:45pm and on Saturday from 10:00am-2:00pm. Please pay by credit card only – **no cash** will be accepted. You may purchase what you will need for the term at one time, the passes do not expire.

*Please note there is no discounted parking on Friday*

Street parking is also available. You should read all street signs to ensure that parking is permitted and the cost involved.

**Instructions for Monthly Student Parking Permit**

1. Log on to [www.towneparkpermit.com](http://www.towneparkpermit.com).
2. Click on the green parking icon
3. Select **Maryland** as the state and **Baltimore** as the city. Go down to **Harbor East – Legg Mason – Parcel D.** Click on **Register for Monthly Parking.**
4. Complete the form. When you get down to the monthly rate, enter $84.00 for the quoted rate. Accept the terms and click on **Save.** Once you have submitted the form, Towneparke will email you to pick up your permit.
CONTACT INFORMATION

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