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LEADERSHIP
EXPERIENCE
INNOVATION
CONNECTIONS
APPLIED LEARNING
TECHNOLOGY
UNLOCKED

Business and Technology Unlocked



With a vision to be the first choice for enterprising students and creative enterprises, Saunders College of Business attracts students who possess a curiosity and entrepreneurial spirit. Today, all modern organizations are infusing technology to compete in our global economy,

and we are preparing students to lead and manage in these technical and innovative organizations.

At Saunders, students come first. They get an edge through access to the vast resources in business, technology, and design that can only be found at Rochester Institute of Technology. Through RIT minors, double majors and a wide array of experiential learning opportunities, business students regularly team with artists, designers, engineers, and computer scientists to address interdisciplinary challenges—giving Saunders graduates the ability to differentiate themselves, as experienced communicators and critical thinkers.

With strong corporate and entrepreneurial connections built through an established tradition of cooperative education, internships, and undergraduate research experiences, Saunders delivers an applied and relevant curriculum that prepares students to be ready upon graduation—whether that be to join a Fortune 500 company, connect with a start-up, or pursue a graduate degree. The opportunities are endless!

Jacqueline R. Mozrall, Ph.D.
Dean and Professor
Saunders College of Business



Association to Advance Collegiate Schools of Business International (AACSB) accredited

Saunders Mission

We elevate students to make immediate and enduring contributions to organizations and the world through career-oriented experiences and our teaching and research, which integrate business, technology, and design thinking.

experience | unlocked

- Strong business and industry connections
- Real-world learning experiences
- 94% outcomes rate

innovation | unlocked

- Business school at top STEM university
- Highly-ranked technology-infused business programs
- Strong interdisciplinary innovation and entrepreneurship center

passions | unlocked

- Create your own brand
- Customize across nine RIT colleges
- Global campuses and resources

connected | unlocked

- Dedicated and accessible advisors and faculty
- Low student-faculty ratio
- 19,000 Saunders business alumni globally

Rankings and Recognitions

Learn more at rit.edu/business-rankings



#6

Management Information Systems, *College Factual*

With a focus on technology at RIT, Saunders College ranks among the best in the nation for MIS, also reflected in Technology Core courses.

#16

Master of Management, *TFE (The Financial Engineer) Times*

Saunders graduate programs consistently rank among the nation's top 100 graduate programs.

#8

Online MBA Program, *Princeton Review*

The Executive MBA online and on-campus programs are also ranked among the very best by *CEO Magazine* and *U.S. News*.

#66

Best Undergraduate Business Programs, *U.S. News*

Excelling at the intersection of business and technology with a focus on applied curriculum

94%

Career Outcomes Rate

Inclusive of undergraduate and graduate students, three months after graduation

#8

MBA Alumni Entrepreneurs

Ranked according to the share of MBA alumni who founded a company after graduation, by *Bloomberg Businessweek*.

Select Saunders College Alumni

Nearly 19,000 Saunders alumni, 10% of which are C-level. Over 130,000 RIT alumni from all 50 states and over 100 nations.

Jane Elliott '88 (Accounting)
CHRO Deluxe Corporation

Dorothy Farris '73 (BS Business Administration)
VP US Sales, VEEAM Software

Patrick Galley '97 (Finance)
Chief Investment Officer, River North Capital Management

Bernard Gay '11 (EMBA)
CIO, nThrive

Dinah Gueldenpfennig '03 (Executive Masters in Business Administration)
President/CEO, Redcom Laboratories, Inc.

Jeanne Khaw, CPA '94 (Accounting)
Division Chief, Admin. Expenditures and Control, International Monetary Fund

Jim McPartlin '88 (Hotel and Resort Management)
VP Leadership Development, Forbes Travel Magazine

Jorge Rodriguez '15 (EMBA Online)
President, Telmex & Telvista USA

Mark Zetti '96 (Hotel and Resort Management)
President, Property Management – Jones Long LaSalle (JLL)



International Hospitality & Service Innovation

Integrating technology, services, and people to manage disruption to drive innovation for success



International Hospitality and Service Innovation is simply an amazing place with great people and resources! At the intersection of technology, people, and services, this unique and powerful combination of hospitality, tourism, leadership, human resources, and innovation puts you in a leading position to drive the next generation of business success.

William Dresnack, CPA, JD
Associate Professor and
Interim Department Chair
International Hospitality &
Service Innovation



MIS, Marketing, & Digital Business

Exploring the impact of new technologies to advance business insights, agility, and customer experiences



There is an explosion of interest in big data and business intelligence, precisely where marketing and MIS intersect. Employers seek our graduates who deliver unique skill sets to excel in this needed capacity. This is an amazing time to be in this area.

Sean William Hansen, Ph.D.
Associate Professor and
Department Chair
MIS, Marketing, & Digital
Business



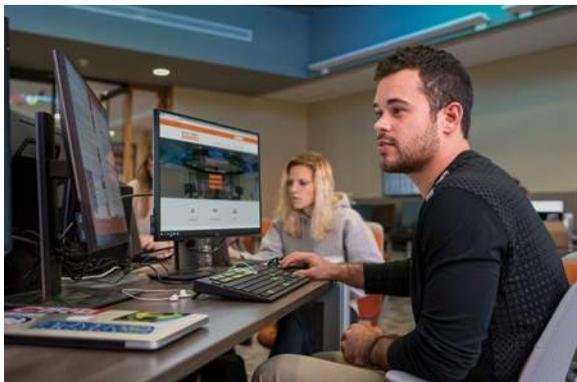


Finance & Accounting

Preparing technology-savvy, perceptive financial decision-makers

“ Finance and accounting professionals, especially those with recognized certifications such as the CPA and CFA, have great career opportunities, in lucrative positions with very high-end potential, in every industry. At RIT, Saunders finance and accounting students are prepared to obtain professional certifications, while getting an edge in technology skills that employers seek, leading to rewarding careers, with great pay, in positions that are in very heavy demand.

Steven Gold
Professor and
Interim Department Chair
Finance & Accounting



Management

Preparing leaders, entrepreneurs, and supply chain experts to use technology to drive change and innovation globally

“ Success in today’s business environment requires a knowledge of technology, leadership skills, entrepreneurial thinking, and global awareness. By combining cutting-edge research, expertise, and an inter-disciplinary curriculum, students are prepared to be innovative problem solvers and leaders in the fields of technology, innovation, and supply chain.

Shal Khazanchi, Ph.D.
Professor and
Department Chair
Management



Innovation

To advance, successful companies demand the same innovative and entrepreneurial thinking that is creating tomorrow's businesses.

Enterprising Mindsets

Saunders offers one-of-a-kind immersive programming where interdisciplinary teams of students can leverage resources across campus to build businesses from conception to commercialization.

Pioneering Tools and Resources

A rich, enterprising culture at RIT delivers support to pursue new ideas:

- Biz 1+2 Freshman Course
- Top-ranked Albert J. Simone Center for Innovation & Entrepreneurship
- The Construct makerspace for rapid prototyping
- Saunders Consulting Group
- Center for Urban Entrepreneurship
- Venture Creations incubator



- Plus rich programming, including: Imagine RIT, Student Incubator, Saunders Student Accelerator, IdeaLab, Innovator's Hour, and Tiger Tank

Facilities

State-of-the-art facilities offer active learning environments utilizing technology to prepare students for industry.

- Sklarsky Center for Business Analytics

- REDCOM Active Learning Collaboratory
- Phil Tyler Active Learning Classroom
- Bloomberg Terminals
- Two Computer Labs
- Business Dedicated Tech Support Team
- Saunders Virtual Labs (SVL)
- Seamless Access Services for deaf and hard-of-hearing students



Green Tech Entrepreneur & TED Fellow

Spreading energy efficiency initiatives worldwide

With an MBA in marketing and finance '07, Jennifer Indovina is the CEO and Co-Founder of Tenrehte Technologies, Inc. Its PICOwatt® Smart Plug has received international recognition, winning the 2010 Best of CES Green Product Award, as well as being featured in the *New York Times*, *Popular Science Magazine*, *Treehugger.com*, and *Bloomberg Businessweek*. Indovina says, "I enjoy sharing my knowledge and experience with others," which she does through her TED Talks on YouTube.

Kosovo Microbrewery

MBA graduates start up brewery and relationship

Their worlds collided on the second day of new student orientation. Upon graduation, MBA graduates Etida Zeka '10 and Alex Butler '11 opened Sabaja Craft Brewery, introducing American-style craft beer to Kosovo. Butler says, "I didn't expect a bitter beer to take off in Kosovo, but people are going wild for it."



Internships and Experiential Learning

Traditions in cooperative education and internships lay a solid experiential learning foundation in and outside classrooms—best recognized by employers through a 94% Outcomes Rate.

Real-world experience

Students gain experience outside the classroom during paid internships. One of the oldest and largest co-op programs in the world places more than 4,500 students in more than

6,200 co-op assignments. Business students access two annual career fairs and are supported by dedicated career advisers.

Internships are complemented by a commitment to applied teaching in the classroom and experiential options through: capstone projects, research symposiums, research centers, study abroad, international exchange programs, student competitions, industry mentorships and advisory boards, 200+ student clubs, and four global campuses.

Recent employers



Adobe



Constellation Brands

Deloitte.



Google



Johnson & Johnson

KEURIG

moz://a



Southwest



Wegmans



RIT

Saunders College of Business

UNDERGRADUATE PROGRAMS

Bachelor of Science (BS)

- 4+1 BS/MS and BS/MBA
- Accounting
- Business Administration*
- Digital Business*
- Entrepreneurship*
- Finance
- Hospitality & Tourism Management
- International Business
- Management
- Management Information Systems
- Marketing
- Supply Chain Management
- Business Exploration

MINORS AND CONCENTRATIONS

Access over 100 undergraduate minors and immersions across nine colleges at RIT, including many nationally recognized programs such as:

- Advertising and Public Relations
- Computer Science

- Environmental Studies
- Game Design
- Music and Technology
- Packaging Science
- Sustainable Product Development
- Web Design and Development
- 10 Foreign Languages, including American Sign Language

GRADUATE PROGRAMS[†]

Master of Business Administration (MBA)

MBA in Accounting

Executive MBA (EMBA)

- On Campus & Online
- Custom Executive Programs

Master of Science (MS)

- Accounting
- Business Analytics
- Computational Finance
- Entrepreneurship & Innovative Ventures
- Finance

- Global Supply Chain Management
- Hospitality and Tourism Management
- Human Resource Development
- Service Leadership & Innovation

Advanced Certificates

- Accounting and Financial Analytics
- Organizational Learning
- Service Leadership and Innovation
- Technology Entrepreneurship

AFFILIATED CENTERS

- Albert J. Simone Center for Innovation & Entrepreneurship
- Center for Urban Entrepreneurship (CUE)
- The Construct makerspace
- Institute for Business, Government, and Society at RIT
- Saunders Leadership Enterprise
- Saunders Consulting Group
- Venture Creations Incubator

INTERNATIONAL CAMPUSES AND PARTNER UNIVERSITIES

- RIT Croatia
- RIT Kosovo
- RIT Dubai
- RIT China (with BJTU)
- Study abroad options available on every continent and at sea

Rochester Institute of Technology

3rd

largest STEM university

130,000

RIT alumni worldwide

18,897

student body, Fall 2019

4,609

degrees awarded in 2018-19

rit.edu/business

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