

# R·I·T



Innovate. Connect. Succeed.

E. PHILIP  
**SAUNDERS**  
COLLEGE OF BUSINESS

*Graduate Business Programs*

# Industry Leaders

**Joseph M. Lobozzo II, EMBA '95**  
President and CEO  
JML Optical Industries, Inc.

**Thomas Curley, MBA '77**  
President and CEO  
The Associated Press

**Cheryl Keck, BS '96, MBA '99**  
President  
Datrose, Inc.

**Klaus Gueldenpfennig, MSEE '74, MBA '77**  
President and Chairman of the Board  
REDCOM Laboratories, Inc.

**Kevin P. Gavagan, MBA '79**  
Principal  
QCI Asset Management, Inc.

**Lorraine Williams, MBA '97**  
Senior Vice President, Client Services  
Harris Interactive

**Brian H. Hall, MBA '78**  
Vice Chairman (ret.)  
The Thomson Corporation

**Brian E Hickey, MBA '81**  
Executive Vice President,  
Area Executive Upstate NY and Central PA  
M&T Bank

**Susan R. Holliday, MBA '85**  
President and Publisher  
Rochester Business Journal

**Charles S. Brown, Jr., MBA '79**  
Senior Vice President  
and Chief Administration Officer (ret.)  
Eastman Kodak Company

**Sudhakar G. Dixit, MBA '74**  
Chairman of the Board  
Newtext Industries, Inc.

**Peter Parts, EMBA '98**  
President  
Peter Parts Electronics

**Steven E. Semmler, MBA '83**  
Corporate Vice President  
Whitesell Corporation

**Bruno B. Glavich, MBA '75**  
President and CEO  
Applied Image Group, Inc.

**Anthony R. Vasile, MBA '75**  
President  
Maven Technologies

**Kathleen R. Whelehan, MBA '76**  
Senior Vice President  
United Way of Greater Rochester

**Mark W. Hastings, MBA '76**  
Executive Vice President  
Genesee & Wyoming, Inc.

**Rebecca Westervelt, MBA '04**  
Vice President  
Generation Capital Management, LLC

**James A. Goff, MBA '91**  
Chief Executive Officer  
Landsman Development Corporation

**Richard G. Suter, MBA '79**  
Senior Vice President  
Marsh Executive Benefits

**Michael P. Mandina, EMBA '03**  
President  
Optimax Systems, Inc.

**Dale H. Taysom, MBA '77**  
Director, Head of Global Transactions  
Prudential Real Estate Investors

**John D. Brantley, EMBA '95**  
General Manager, Worldwide Chemicals  
and Petroleum Industry  
IBM Corporation

**Elizabeth M. Warren, MBA '80**  
Senior Corporate Counsel  
Blockbuster Inc.

**James G. Gould, MS '85**  
President  
Alesco Advisors, LLC

**Sangeeta Bhola, BS '00, MBA '02**  
President  
Signature Salon

**James W. Fulmer, MBA '79**  
Chairman, President and CEO  
Bank of Castile

**Steven B. Sauer, MBA '95**  
President  
Toshiba Business Solutions NY

**Suzanne L. Clarridge, MBA '84**  
President and CEO  
My Brands, Inc.

**William A. Steenburgh, MBA '83**  
Senior Vice President, Xerox Services  
Xerox Corporation

**Brigitte Gueldenpfennig, MBA '81**  
Vice President, Finance  
REDCOM Laboratories, Inc.



“Through an applied, hands-on curriculum; a strong foundation in business functions; and an outstanding faculty with real business experience, I have been able to step into positions of increasing authority throughout my career. That’s what sets RIT apart.”

**Tom Curley, MBA '77**

President and CEO, The Associated Press

# Worldwide, more than 1,700 top executives got their start at the Saunders College of Business.

In today's global marketplace, business, technology, and innovation are converging to form rapidly changing business environments. New opportunities emerge at an astounding rate and the race to get to market has never been more competitive. Rochester Institute of Technology and the E. Philip Saunders College of Business set the pace for developing leaders in this competitive marketplace.

The Saunders College is a catalyst for producing critical thinkers and team-based leaders who take new inventions and emerging technologies to establish commercially successful ventures. As a top business school within a leading technological university, the Saunders College is uniquely positioned to develop your ability to become a strategic thinker in a global business world. You'll learn to adapt, communicate, and respond quickly to a wide range of business, technology, and intellectual challenges.

In a vibrant, engaging community of students, faculty, alumni, and industry partners, you'll connect with professionals as you combine course work with real-world, hands-on experience. You'll enter today's complex business environment as a leader with the skills to excel in a global marketplace. RIT and the Saunders College will prepare you to succeed today, and as you grow in positions of leadership and authority tomorrow.

## A Distinctive, Comprehensive Curriculum

At the Saunders College the curriculum challenges you to develop interdisciplinary solutions that incorporate strategic thinking and leadership in a rapidly changing, technology-driven environment. Developed in collaboration with our corporate partners, our curriculum applies principles in management, accounting, marketing, finance, and operations to a globally diverse business environment. You'll learn in a dynamic setting that mirrors industry, better preparing you for the challenges you'll face ahead.

Managing resources, people, and technology effectively is a key to success in business today. Throughout your career you will collaborate with a diverse group of professionals, from engineers, technicians, software developers, scientists, and network administrators to journalists, artists, and educators. Our unique position as a business school within a leading technological institution offers you the perfect opportunity to combine

the foundations of business with key competencies in managing technology and innovation. We prepare you to solve real-world business problems where these disciplines intersect.

You'll do more than learn business practices from a textbook. You'll connect with high-quality faculty as you engage in team-based projects, research, cooperative education and internships, study abroad opportunities, and business plan competitions. It's this multifaceted approach that provides a strategic, global perspective to your education.

RIT and the Saunders College constantly look to the future. We want you to succeed throughout your career, and our curriculum prepares you to compete effectively in a rapidly changing business environment. You'll gain the skills you need today as well as the strategic foundation to adapt and change throughout your career.



“The Saunders MBA program has provided me with a quality educational experience, enhanced my business and interpersonal acumen, and unlocked opportunities that never existed before. Even better, it has gone one step further by developing skill sets that are most needed in today's competitive and global business environment.”

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### **Pravin Chari, '08**

MBA, concentration in Finance

Assistant Portfolio Director, Financial Management Association

Undergraduate Degree: B.Tech, Computer Science and Engineering,  
NIT Warangal, India

Pre-MBA Employment: Intel Corporation, Wipro Technologies

## MBA Programs

An MBA from the Saunders College prepares you to think strategically and compete globally. The curriculum begins with a broad foundation in business practices. You'll complete courses in leadership, finance, technology and innovation, marketing, and other core business areas. You will customize your MBA by selecting up to two of our many concentrations. This approach—combined with hands-on projects, collaborations with industry partners, and field experiences—gives you a solid foundation on which to advance in your career.

### MBA

Strategic, critical thinking skills for effective leadership in a global economy. The MBA offers you a full array of concentrations to customize your degree, differentiating yourself from other MBA holders. The program can be completed full- or part-time, with many courses offered online.

### Fast Track One-year MBA

Ideal for those with bachelor's degrees outside of business, the Fast Track MBA targets highly motivated students. This accelerated, full-time, 12-month program offers an immediate return on your investment. The program is only available full-time, with summer quarter entry.

### 4+1 MBA

A program perfect for those with bachelor's degrees in business, the 4+1 is based on agreements with select colleges and universities. Qualified students who have undergraduate course work in business can accelerate their MBA degree by waiving up to six core courses, allowing you to complete the program in one year. This program is available full- or part-time.

### MBA-Accounting

A unique combination of management and accounting skills that utilize information technology. The program meets the educational requirements for the NYS Certified Public Accountancy exam, while stressing the skills necessary for managing the design, operation, and content of accounting information systems.

### Executive MBA

An integrated, 15-month, cohort-based program meeting on Friday and Saturday, alternating weeks. The EMBA is designed for highly motivated, visionary business professionals focused on career advancement. The program is available to individuals with six or more years of experience. The EMBA turns managers into strategic thinkers.

## MBA Concentrations

Accounting	Management and Leadership
Communication and Media Technologies	Management Information Systems
E-Business Marketing	Marketing and Sales Management
Entrepreneurship	Marketing Research
Environmentally Sustainable Management	Operations Management
Finance	Printing Management
Health Systems Administration	Product Commercialization
Human Resource Management	Public Policy
Industrial and Systems Engineering Management	Quality and Applied Statistics
Information Technology	Quality and Organizational Improvement
International Business	Supply Chain Management
	Technology Management



Team-based projects are a key learning tool in the Saunders College. In an Organizational Behavior course, teams analyze case studies based on actual business scenarios. Keith Paprocki, MBA '08, is using the experience to strengthen vital skills he'll need when he graduates. "Through the course's focus on application and the advanced structure of a diverse team environment, Saunders gives me a forum where I can develop the cutting-edge skills required to be successful in business today," he explains.

“Successful businesses rely on innovation and on talents from around the world. At the Saunders College you will work with diverse students and faculty and learn how to lead and motivate people to innovate.”

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**Ashok Rao**

Dean, E. Philip Saunders  
College of Business  
Ph.D., University of Iowa



American Marketing Association  
Beta Gamma Sigma  
Business Leaders of Tomorrow  
Educational Society for Resource Management  
Financial Management Association  
Graduate Management Association  
International Business Group

Lowenthal Service Group  
Management Information Systems Student Team  
Next Generation of Accountants  
Society of African-American Business Students  
Student Executive Board  
Students in Free Enterprise  
Women in Business

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***Saunders student organizations***

## MS Programs

Master of science degrees in the Saunders College give you an opportunity to focus your interests and develop key skills in three distinct disciplines. While our MBA programs are based on a solid foundation in the functional areas of business and include concentrations that tailor the program around your career objectives, our MS programs are more focused, with a stronger emphasis on the mastery of a clearly defined specialization area.

### Finance

Corporations in all industries need knowledgeable experts with quantitative skills in financial analysis. The master of science in finance is designed for students who want to succeed in managerial careers in corporate finance, investment analysis, and financial consulting. The program's course work prepares students to sit for the Certified Financial Analyst exam.

### Management

As organizations are continually influenced by emerging technologies and globalization, a manager needs to effectively balance problem solving, negotiation, product development, and

organizational change with a sharp focus on business performance. With a strong emphasis on functioning effectively in a variety of management positions within complex, globally integrated companies, this program features two tracks: Global Management or Technology Management. Each is designed to prepare future leaders for the realities of managing in a dynamic, global marketplace.

### Innovation Management

Anticipating and preparing for changing markets and customer demands is a challenging endeavor in any business. Add new product development, strategic planning, and the management of marketing plans and you have a complex business structure that requires a special kind of leadership. An integrated approach to the management of technology and business, the program requires students to complete courses in business management, commercialization, and entrepreneurship, along with four courses in one of five technology specialization areas.

Angela Bonilla's résumé already includes an MBA degree. Her return to graduate school for an MS in management is driven by her ambition to succeed as an analyst for Xerox North American Finance. "I want to get a solid foundation so that I can contribute to my company, my career, and my personal growth," she says. In her first year, she's already taking the knowledge she's gaining and applying it at Xerox. "What I'm doing in class has an immediate impact on my job every day."

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### **Angela Bonilla, MS '09**

Accounting Analyst, Xerox North American Finance



## Energetic, Collaborative Learning Environment

A business school within an institute of technology creates a stimulating learning environment. Perspectives from business converge with challenges presented by technology and innovation. At the Saunders College you have the advantage of a dynamic curriculum taught by faculty with broad international experience.

You'll benefit from teamwork, from close interaction with faculty and classmates, and from key learning tools that will enhance many of your courses. Classes are comprised of engineers, scientists, artists, and business professionals who come to the Saunders College from around the world and with a wide range of work experience. This breadth of talent in the classroom brings new perspectives and generates fresh ideas, deepening your overall experience. You will learn in a hands-on, collaborative manner as you solve actual problems presented by industry. This is the kind of knowledge and experience that immediately translates to the work world.

RIT also is a leader in utilizing the latest computer and network technologies in the classroom. In our state-of-the-art labs and facilities you'll work on the same business and productivity software used at Fortune 500 companies worldwide. You'll experience a rich learning environment as you deepen your understanding of business and its influence around the world.

## Learning in a Virtual Classroom

Neil Hair is an animated professor—virtually. Yes, he's lively, but he's also an avatar on Second Life, where he conducts a class on online advertising. The course is designed to help students understand the commercial implications of the Second Life environment, a virtual world created entirely by its residents—who, among other things, can establish businesses, buy and sell products, and make money. “There are a lot of interesting businesses that are taking part in this environment and using it to commercialize activities to make money,” says Hair.

Not all of Second Life's businesses are efficient, or successful. That's where Hair's class comes in. Students in the course will study the best and worst business practices applied in Second Life. They also will develop advertising strategies for real clients who want a presence in this virtual world. “Students will learn about the process of Second Life, build a business, and get real consultancy experience. We're the first college that's developed a class that looks specifically at how to advertise in this environment. No one else is doing this,” he says. The course will feature guest lectures from three of Second Life's top ten richest avatars, along with a list of Second Life clients that are seeking guidance on understanding competition and customers.

All of this is part of the growth of social networking, which encompasses social branding as well as social networking sites such as facebook.com and myspace.com. “While everyone seems to be climbing onto the social networking bandwagon, very few businesses understand it,” says Hair. “We're working to explore the value of such participation from a consumer perspective. Once we know what value individuals receive, we can commercialize it more effectively.”

Read Neil Hair's blog at [www.neilhair.com](http://www.neilhair.com).



“Our experiential approach is second to none. We favor a learning-by-doing approach and we’re good at it. The proof is the fact that many of our students go on to form healthy startups and hold senior positions in large Fortune 500 companies through a series of rapid promotions.”

**Neil Hair**

Assistant Professor, Marketing  
Winner, Richard and Virginia  
Eisenhart Provost’s Award for  
Excellence in Teaching  
Ph.D., Cranfield University



**Meet your virtual professor**

Current Innovations at Saunders:  
Online Advertising: Special Focus Second  
Winter Quarter 2007/8, Professor Hair

Key features of the class:

1. A world's first exploration of commercial
2. Real Second Life clients to work with
3. Student-team meetings in Second Life
4. Lectures and office hours in Second Life
5. Guest lectures from the world's best in
6. A Saunders consulting experience
7. A personal branding strategy
8. The chance to truly differentiate yourself

For more information: [www.neilhair.com](http://www.neilhair.com)

“In today’s competitive business environment, entrepreneurial skills are more in demand than ever. The goal of the Simone Center is to give students the sophisticated skills needed to profit from complex challenges that entrepreneurs face in a rapidly changing technological environment.”

**Richard DeMartino**

Associate Professor  
Director, Albert J. Simone  
Center for Innovation and  
Entrepreneurship  
Ph.D., University of Virginia



Justin Pelletier came to RIT with a vision in mind. Growing up in Maine, Pelletier became environmentally conscious. “Living in a raw, natural environment puts a lot of things in perspective. There is a whole community of wildlife that has a perception of their world just as you have a perception of your own,” he says. Pelletier’s intention was to gain an MBA degree to strengthen his understanding of finance, but once at RIT his course work began to shape his environmental awareness and a viable career path began to form. After taking a course in Energy Policy, Pelletier began working with American Energy Conversion. He and a fellow classmate, William Stromeyer, developed a business plan for the company, which won the Simone Center’s 2007 Graduate Business Plan Competition. Crafting the proposal gave Pelletier and Stromeyer the opportunity to incorporate what they learned in courses, on team projects, and in class assignments into the creation of what has become a viable business plan. Pelletier established a relationship with a local businessman who served as mentor and guided the proposal’s development. The experience proved to be significant for Pelletier, who established Valyceum Holdings LLC, a company that promotes clean energy upgrades to residential homes and consults start up companies on clean energy solutions.



**Justin M. Pelletier '07**

MBA, concentration in Entrepreneurship  
Winner, '07 Graduate Business Plan Competition

## Capitalizing on Entrepreneurial Spirit

The Albert J. Simone Center for Innovation and Entrepreneurship promotes, nurtures, and expands innovation and entrepreneurship at RIT. The center is a place where students, faculty, entrepreneurs, and business leaders can go to explore the viability, and support the creation, of new business ideas. The center houses two RIT organizations, Venture Creations (RIT's business incubator) and the Student Business Development Lab Initiative.

Venture Creations, an RIT subsidiary, is an organization that connects faculty, staff, and alumni with outside businesses to bring technologies to market. Currently the home to more than a dozen startup companies, Venture Creations offers businesses access to consulting from RIT faculty and staff; hiring of RIT

co-op students; venture coaching in the areas of strategy, marketing, business planning, and legality; tax and accounting consulting; technical support; and more.

The Student Business Development Lab Initiative (SBDL) enables students to establish new venture projects. These projects have become an integral component of the RIT learning experience, combining classroom theory with the challenges of establishing a business. SBDL integrates both on- and off-campus resources. Students, faculty, alumni, and mentors become engaged in applied commercial innovation and new business creations, adding a deeper dimension to students' experiences.

Melissa Molaire isn't into tattoos, but she loves body art. And she's banking on the idea that diehard fans at sports arenas and stadiums around the country—who express their team loyalty with painted faces and bodies—will buy into her business idea. Molaire is using the resources of the Albert J. Simone Center for Innovation and Entrepreneurship to conduct market research and focus groups to test the viability of Temporary Ink Sanity, a company specializing in body art. "The center's faculty is insightful, and they use their own experiences to guide and advise me on developing a company. It's a place where you're free to develop an idea or a business plan, and conduct the research necessary to see if your business concept is viable," Molaire explains.

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### **Melissa Molaire, '08**

MBA, concentrations in Entrepreneurship and Product Commercialization



“Through consulting experience in the U.S., as well as in India, I am able to help my students connect theory and research with practical situations in business. My experience at AT&T India has provided an interesting topic of discussion on human resources and organizational behavior.”

**Shal Khazanchi**

Assistant Professor,  
Management  
Ph.D., University of Cincinnati



## Creative, Insightful Faculty

There is no better way to learn about the business world than from those who have built careers in the industry. At the Saunders College more than 85 percent of our faculty members have significant business experience. They use their insight and perspective to develop solid programs and create a curriculum that is relevant, extensive, and innovative. Faculty members use their experiences in developing new case studies; presenting at international conferences; and consulting with businesses, foreign ministries, and governments to help shape their instruction.

Saunders College faculty also bring a global perspective to their teaching. More than 70 percent of our faculty members have international business experience.

As courses examine international markets, our faculty impart their personal experiences from around the world. This deepens students' understanding of how other cultures respond to global markets, which creates exciting and meaningful learning opportunities.

Our faculty members also are leaders in their respective fields. Many are published authors whose articles shape the framework of business today. Faculty members serve on boards, consult for multinational corporations, and change the way businesses affect the environment. One thing is certain: our faculty is imaginative, knowledgeable, and skilled in bringing the real world into the classroom.

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**John E. Ettl**, *Professor*  
*Madelon and Richard Rosett Chair*  
*Fulbright Scholar*  
*Ph.D., Northwestern University*



Dr. Ettl is internationally known for his work in the management of technological innovations. He has authored five books and over 60 scholarly articles, including two papers in the *Journal of Product Innovation Management*. His research interests include new product development, innovations in service industries, and the changing role of research and development. Dr. Ettl has taught in Portugal and Prague.

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**Mithu Dey**, *Assistant Professor*  
*Certified Public Accountant*  
*Former Accountant, PricewaterhouseCoopers*  
*Ph.D., The George Washington University*



With extensive work experience in the accounting profession, Dr. Dey has utilized her CPA in her auditor work with PricewaterhouseCoopers and as an accountant for ExxonMobil. This has given her a unique insight into not only how business transactions are recorded but also how they are audited. Dr. Dey conducts research on the impact of the Sarbanes-Oxley Act on the auditing industry.

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**Robert Boehner**, *Visiting Lecturer*  
*Vice President, Global Channels Development, Xerox Corp. (Ret.)*  
*JD, University of North Carolina at Chapel Hill*



An expert in marketing high-technology products and commercializing new products, Boehner joined the Saunders College after a 30-year career at Xerox, where he held positions as vice president and general manager. He remains current on contemporary business trends through ongoing consulting work and by mentoring capstone project teams from the EMBA program. Using many of today's business headlines, Boehner writes his own case studies for class. These illustrate current business challenges and encourage students to respond to what's happening in the marketplace.

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**Delmonize Smith**, *Assistant Professor*  
*Founder & President, Technetium Group, Inc.*  
*Ph.D., University of Alabama*



Dr. Smith's corporate work experience includes being the founder of a technology company designated as a Microsoft Certified and Cisco Premier Partner. In addition, Dr. Smith served as an Information Systems Analyst for the U.S. Army. His business experience allows him to bring the concepts of entrepreneurship, technology, and interpersonal success to his classroom. Dr. Smith has published and presented research at numerous conferences dealing with topics ranging from entrepreneurial networks and organizational socialization to the cost of IT projects and the corporate digital divide. He teaches courses such as organizational behavior and leadership.

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**Sandra L. Rothenberg**, *Associate Professor*  
*Research Associate, RIT Printing Industry Center*  
*Project Manager, International Motor Vehicle Program at MIT*  
*Ph.D., Massachusetts Institute of Technology*



Dr. Rothenberg researches environmental management in the printing and automobile industries. Her expertise lies in corporate environmental strategy and management, lean manufacturing and environmental performance, and international environmental management. She is published extensively, most recently in the *International Journal of Sustainable Transportation* and the *Strategic Management Journal*. She is currently investigating offshore outsourcing in the printing industry. Dr. Rothenberg teaches courses in the social and political environment of business, and organizational behavior.

## A Network of Success

At the Saunders College we provide you with critical connections that directly contribute to your immediate career success. These connections—to the world's best companies, to successful alumni, to committed industry mentors, and to global experiences—enhance your education, boost your career prospects, and pave the way toward lifelong success.

### Powerful Industry Partnerships

In team-based projects you'll solve actual problems presented by industry. Through cooperative education and internships you'll gain on-the-job experience. Guest speakers share their insights and stories. All of these create incredible opportunities to form a network of professionals that will guide the development of your career, and expand your personal and professional relationships. Whether you're searching for your first job when you graduate, or you're a professional seeking advancement and growth, you'll become part of a community that has built lifelong connections that will help you succeed throughout your career.

### Accomplished Alumni

More than 1,700 of our alumni are in top executive positions at corporations around the world. Alumni of the Saunders College are an invaluable resource. Through the Saunders Alumni Network you'll have access to alumni who can guide and support your professional endeavors.

The alumni network also offers services, such as employment and business directories, that provide you with valuable information as you identify exciting companies and search for jobs to advance your career.

### Dynamic Student Body

At the Saunders College you'll find yourself among a diverse population of ambitious, engaging students from a wide range of backgrounds and experiences. Your classmates will include traditional-aged students entering graduate school immediately after completing their bachelor's degrees; mid-career professionals with business experience who are returning for an advanced degree; and international students from more than 30 countries who are eager to learn about the global marketplace and share their multicultural perspectives. Our students include Fulbright Scholars, Bolashak Scholars, Muskie Scholars, and Ron Brown Scholars.

### Explore Your Future

#### *Career Services*

RIT's Office of Cooperative Education and Career Services provides resources to graduate students from the Saunders College, including job search strategies, company research, interview preparation, salary negotiation, résumé and cover letter advice, and an extensive online job posting site. The office has established relationships with companies around the world.



“The curriculum in the Saunders College is designed to encourage integrated thinking across different business disciplines. I have worked extensively in auditing, accounting, financial reporting, finance, IT implementations, risk management, and internal controls. The ability to immediately apply my education to real business problems gave me a competitive advantage.”

#### **Jeannie Khaw, MBA '95**

Accountant, Control Unit  
Department of Finance  
International Monetary Fund

A dedicated career counselor works directly with the Saunders College to develop workshops and seminars for professional skills development, and also is available for one-on-one strategizing, career counseling, and job development.

### *On-campus Recruiting*

Many of the best companies in the world visit RIT to recruit our graduates. Last year, more than 400 companies came to RIT to conduct on-campus interviews, to recruit, and to attend our Career Fairs, which are held in the fall and spring. Students also attend off-campus career fairs and events.

### *CareerLeader Assessment*

A career inventory assessment tool developed by the Harvard Business School, CareerLeader measures your interests, abilities, and what you find most motivating at work. Based on your feedback, CareerLeader recommends specific career paths that are likely to be your best matches, and why you match well with those areas. Students often use the results to reaffirm their career interests or to help them select a concentration. CareerLeader is free and available to all Saunders College graduate students.



## Exploring An International Marketplace

Understanding the global marketplace drives business today. The more international experience you have, the better you understand how businesses function both domestically and abroad. The Fast Track MBA program participates in an annual international trip. In recent years, students have traveled to Prague, Czech Republic, to visit companies such as Johnson Controls, Skoda Automotive, and Pilsner Urquell to learn about differences in manufacturing processes and supply-chain management. Students also witness transition economies and management practices through a series of lectures by faculty from the University of Economics.



“Our visit to the Czech Republic was more than an opportunity to be a tourist in a beautiful European country; it was a chance to see a real business environment that was implementing the ideas we were learning in the classroom,” says William Stromeyer, Fast-Track MBA '07. “We witnessed the transformational power of economic revival in action and the implementation of new business concepts, such as just-in-time inventory and lean manufacturing. This trip also cemented the importance of the substantial effects of globalization in any business planning or strategy formation.”



## Attracting the best companies

Globally competitive corporations, as well as dominant regional companies, are among those that have hired graduates from the Saunders College. Companies include:

- AT&T Corporation
- AXA Equitable
- Bausch & Lomb, Inc.
- Bearing Point
- Brookhaven Instruments Corporation
- Bose Corporation
- Cannon, USA
- Capital One Financial Services
- Cisco Systems
- Datrose Industries
- Deloitte & Touche, LLP
- Delphi Automotive Systems
- Deutsche Bank
- Disney/ESPN Media Networks
- Ducker Worldwide
- Ernst & Young, LLP
- Eastman Kodak Co.
- Excellus Blue Cross and Blue Shield
- Frontier Corporation
- Genencor International, Inc.
- General Electric Company
- Global Crossing, Ltd.
- Google, Inc.
- Harris Interactive
- Heidelberg Digital
- Hewlett-Packard Company
- IBM Corporation
- Johnson & Johnson
- Lenel Systems
- Lockheed Martin Corporation
- Manning & Napier Advisors, Inc.
- Medeva PLC
- Merill Lynch
- Microsoft Corp.
- Morgan Stanley Dean Witter & Co.
- Motorola, Inc.
- M&T Bank
- NCR Corporation
- Nortel Networks Corporation
- PAETEC Communications
- Paychex, Inc.
- PricewaterhouseCoopers, LLP
- Procter & Gamble Co., Inc.
- Prudential Securities, Inc.
- RCN Telecom Services, Inc.
- Toshiba Business Systems
- Toyota Motor Corporation
- Veramark Technologies, Inc.
- Wegmans
- Xerox Corporation

## E. Philip Saunders

E. Philip Saunders is a forward-thinking entrepreneur who became a driving force in the highway transportation industry. He began his business career with an idea no one had thought of—or could match: a one-stop rest area for truck drivers needing repair service and maintenance, refreshments, lodging, and personal amenities. TravelCenters of America became the genesis of other companies, from Econo-Car International and Travel Ports to ventures such as Griffith Energy, Sugar Creek Corp., and Richardson Foods Corp.

In 2005, RIT named Saunders a recipient of the Herbert W. Vanden Brul Entrepreneurial Award, given annually to an individual whose business has improved the Rochester economy. In 2006, the college was renamed the E. Philip Saunders College of Business in recognition of Saunders' financial commitment to the university's business program.

Saunders currently serves on the board of Excellus Inc. and is the chairman of the Genesee Regional Bank. He serves on the board of RIT's Venture Creations, is a member of the RIT Board of Trustees and the President's Roundtable, and is an active volunteer with the American Red Cross.



## RIT At A Glance

### E. Philip Saunders College of Business

**Established:** MBA Program, 1968

**Accreditation:** Association to Advance Collegiate Schools of Business International (AACSB International)

### 2008 Class Profile

**Male:** 64%

**Female:** 36%

**International Students:** 32%

### Undergraduate Degrees:

Business: 43%

Engineering/Computer Science/Information Technology: 23%

Humanities/Arts/Social Sciences: 22%

Science and Math: 9%

Other: 3%

“The job of a graduate business school is to produce successful leaders. That requires a relevant, hands-on curriculum, a learning environment, a strong faculty, and a focus on innovation and leadership—with a global perspective. This is what RIT and the Saunders College is all about.”

*E. Philip Saunders*



## Contact Us

We invite you to contact us to learn more about the exciting opportunities at the Saunders College.

### Visit us to:

- Attend an information session
- Schedule a visit to:
  - Meet faculty, advisers, students
  - Visit a class
  - Learn about our community

**E-mail:** [gradbus@saunders.rit.edu](mailto:gradbus@saunders.rit.edu)

**Call us:** (585) 475-7935

## Applying for Admission

Admission to the Saunders College is granted to qualified applicants who show high potential for success, as demonstrated by high academic achievement, effective leadership, excellent interpersonal skills, varied personal and professional achievement, and/or extracurricular and community involvement.

The Graduate Admissions Committee will carefully evaluate transcripts from all previous undergraduate and graduate work, relevant professional experience, personal statement, résumé, and Graduate Management Admission Test (GMAT) scores. International students must submit the results of the Test of English as a Foreign Language (TOEFL). Letters of recommendation are strongly encouraged.

Applications for most graduate business programs are accepted for all four academic quarters, and can be completed online at [www.rit.edu/grad](http://www.rit.edu/grad).

### Application Checklist:

- ✓ Application and application fee
- ✓ Official transcripts (graduate and undergraduate)
- ✓ Personal statement
- ✓ Résumé
- ✓ GMAT or GRE results (GMAT preferred)
- ✓ TOEFL results (international applicants only)

## Financing your Graduate Education

Your graduate degree is an investment in your future, and we encourage you to explore the various resources available to finance your degree.

Financial assistance is awarded for outstanding scholarship and professional promise without consideration of financial need. Matriculated full- and part-time students are eligible for scholarships. Matriculated full-time students also are eligible for graduate assistantships. All applicants are automatically reviewed for these awards.

For additional information, visit:  
[saunders.rit.edu/graduate](http://saunders.rit.edu/graduate).



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