A Message from the Dean

The Saunders Advantage

RIT’s Saunders College of Business provides you with an educational experience that employers value and one that prepares you to step into a position and contribute to a company’s success from day one.

As part of one of the world’s leading technological universities, Saunders students have access to resources you won’t find elsewhere. RIT’s unmatched array of programs in engineering, computing, technology, design, and the sciences enables you to couple your business education with other passions to effectively tackle a wide range of tomorrow’s business challenges.

At Saunders, you receive **personal attention** from our highly accessible faculty while you enjoy small class sizes and work on real-world business projects. Strong corporate partnerships are enhanced by one of the world’s largest **cooperative education** programs. Through full-time, paid co-op placements you will gain valuable experience that positions you to be a sought-after candidate after graduation.

I encourage you to explore Saunders College and RIT’s stimulating, enterprising environment.

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

Saunders College of Business

**Undergraduate students:** 780

**Graduate students:** 280

**Experiential learning:** All students take one semester or two summers of co-op; study abroad and undergraduate research may be substituted

**Outcomes Rate:** 93%

**Alumni:** 18,000

**Degrees offered:** BS, MS, MBA, 4+1 MBA, Executive MBA

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

**Rankings and Recognition:**
- The management information systems program at Saunders ranked No. 10 nationally by *College Factual*, the data provider chosen for the *USA Today* College Guide 2016.
- **Bloomberg BusinessWeek:**
  - Best Undergraduate Business Schools by Specialty (2013)
  - Management information systems ranked No. 14
  - Entrepreneurship ranked No. 21
  - Marketing ranked No. 26
  - Corporate strategy ranked No. 32
  - International business at No. 52
- Best Colleges Online ranked RIT’s student incubator, the Simone Center for Student Innovation and Entrepreneurship, No. 1 in the nation.

**Research highlights**
- Cyber security; corporate and social responsibility; digital and accessibility entrepreneurship; big data analytics; global internet marketing; international accounting and auditing; integration of technology, business, and design thinking.
Empowering Enterprising Students—Day One

The Business Exploration Option

If you find your interests fall into the business realm, but are uncertain which major best fits your personal and professional objectives, the business exploration option in Saunders College is a great place to start. The option gives you up to a year and a half to declare a major. During this time, you will complete liberal arts and sciences courses as well as business core courses, which provide an understanding of all facets of business and serve as a foundation for advanced study in a specific area of interest. Advisers provide guidance throughout the program and assist you in selecting a major.

Graduates In Demand

As part of one of the world’s leading technological institutions, Saunders College of Business delivers the innovative education tomorrow’s business leaders seek in developing and enhancing the qualities that lead to success.

RIT has the depth and breadth in science, technology, engineering, arts, and mathematics disciplines to give business graduates a competitive edge. Multidisciplinary teams expose you to diverse ideas as you work with students from other majors to develop business concepts and entrepreneurial initiatives. This distinctive team approach leads to enterprising opportunities both inside and outside the classroom, preparing graduates to lead and manage in companies that are increasing their reliance on technology.

At Saunders College, you’ll learn to become an effective leader with a solid foundation in the theories and practices of business. A core business curriculum with an emphasis on technology is integrated into each major, and liberal arts courses develop each student’s aptitude in the social sciences and humanities. You will learn critical-thinking, decision-making, communication, teamwork, ethics, and global management skills.

All Saunders students gain hands-on experience from paid, full-time employment via the RIT co-op program. Strong corporate connections, built through a 100-year tradition of cooperative education, allow Saunders College students to apply their knowledge and gain the experience they need to be in demand and ready day one.

A powerful minors program enables you to complement your major and develop a secondary area of expertise. Minors in Saunders include digital business, entrepreneurship, supply chain management, as well as several others. Overall, you can select from more than 90 different minors across RIT (see page 20). Many of our students pursue a double major or a minor, with over 30 percent opting to complement their major.

Found exclusively at Saunders, The Freshman Experience: Biz 1+2 program allows students to jump-start their business education with rigorous and comprehensive curriculum that provides an introduction to the fundamentals of business and serves as a valuable reference throughout their business degree program. Plus you’ll have access to extensive entrepreneurial resources including the Simone Center for Student Innovation and Entrepreneurship, one of the leading student innovation centers in the country; Venture Creations, a business incubator where you can develop your own business ideas and launch a startup company; and The Construct, a rapid prototyping makerspace featuring 3D modeling.

Combine all of this and you’ll find yourself in demand when you graduate, as the outcomes rate for Saunders College graduates the last three years has averaged 93%. 
Accounting

A Career of Integrity and Responsibility

The accounting major prepares students for the Certified Public Accountant (CPA) exam, and a wide variety of careers in which effective allocation, management, and control of financial resources are key. Careers may include CPA firms, corporate accounting, internal auditing, not-for-profit, or government organizations, among many others. Accounting students learn about the CPA recruiting process in the program and are encouraged to join the Next Generation of Accountants club. An applied focus prepares students for a variety of career paths and leadership positions with an understanding of technologies and innovation.

Course work focuses on more than the complex details of preparing financial statements. You will gain a complete understanding of how accounting helps a company achieve its objectives. Accounting majors complete one semester or two summers of cooperative education, working in industry to gain valuable experience before they graduate. A key course of the program, accounting information systems, is taught by management information systems professors, giving students an information technology backing and helping to ensure graduates are well prepared for the technological advances being implemented in the accounting field.

Our students have had co-ops with all of the Big 4 public accounting firms as well as regional firms; private and public corporations; federal and state government agencies; and public service organizations. Co-ops provide valuable on-the-job experience and help students make informed decisions about their careers.

RIT encourages you to tailor your accounting degree to meet your career objectives and personal goals. Minors enhance the program and present additional career options. A minor in management information systems, for example, provides you with cutting-edge information technology skills that qualify you for careers in information systems auditing. Many of our students continue their education with an MBA-accounting degree or an MS in accounting, both of which satisfy the educational requirements necessary to sit for the Certified Public Accountant exam in New York and other states.

The accounting major also helps prepare students for additional certifications such as the Certified Management Accountant (CMA), Certified Fraud Examiner (CFE), and the Certified Internal Auditor (CIA).

Saunders accounting programs benefit from the input and access to accounting leaders and alumni who make up the Accounting Advisory Board.

what you’ll study

FIRST AND SECOND YEARS
Business 1: Ideas and Business Planning
Business 2: Technology-enabled Launch
Financial and Management Accounting
Information Systems and Technology
Computer-based Analysis
First Year Writing
Year One: College Experience
Global Business Environment
Introduction to Statistics I, II
Applied Calculus
Principles of Microeconomics
Principles of Macroeconomics
Accounting Profession
Personal and Small Business Taxation
Intermediate Financial Accounting I, II
Financial Management
General Education—Liberal Arts and Sciences
Wellness Education

THIRD AND FOURTH YEARS
Accounting Information Systems
Communication
Principles of Marketing
Organizational Behavior
Business Law I
Cost Accounting
Accounting Elective
Business Ethics and Corporate Social Responsibility
General Education—Liberal Arts and Sciences
Free Electives
Operations Management
Strategy and Innovation
Cooperative Education
Ashley Carrington

Major: Finance and Management Information Systems (double major)
Hometown: Stony Point, NY
Activities: President, RIT Student Government Association; Next Generation of Accountants; AALANA (African American, Latino American, Native American) Collegiate Association; Delta Sigma Pi-Epsilon Lambda Chapter
Internship: Global Wealth Management Technology Intern at JPMorgan Chase

From the time she arrived at RIT, Ashley Carrington wanted to make a difference. She became one of the founders of Delta Sigma Pi-Epsilon Lambda Chapter, a professional co-ed business fraternity. She later used her financial and IT expertise to take on roles in the AALANA (African American, Latino American and Native American) Collegiate Association and Student Government Association, before she was elected president of SGA.

As president, Carrington represents the concerns of more than 18,000 undergraduate and graduate students. "One of our goals for the year was to implement a petition website for students to post problems, concerns, or questions they may have," she says. The website allows students to petition for changes that they want to see implemented at RIT. If the petition receives enough "likes" from other students on campus, SGA representatives present the issue to college administration for a response. "I think this service will allow students to hear directly from administration about why some projects on campus may or may not be feasible," says Carrington. "It's great that everyone can do this right from their own computers and we would have an immediate poll that can be presented to administration."
Finance

The World's Financial Markets are Globally Integrated

The finance major focuses on managerial and technology skills used to make and evaluate all types of financial business decisions, especially the analysis of investment projects and capital outlays, as well as treasury management. Finance students prepare for valuable certifications in their fields, such as Chartered Financial Analyst (CFA), while students and faculty in the Financial Management Association manage a live portfolio of over $110,000.

Course work covers traditional financial management topics as well as emerging trends in the field. You will study cash flow, asset and risk management, capital markets, portfolio theory, international finance, forecasting, and budgeting. Finance courses provide you with managerial and technology skills, for the analysis of investment projects and capital outlays. Liberal arts courses ensure that you graduate with an in-depth understanding of society with which to make fully informed financial decisions.

Students have access to a virtual lab and two computer labs that are supported by a dedicated technical support team. These labs feature essential financial tools and software such as Bloomberg Terminals, SPSS predictive analytics software, and Wharton Research Data Services, among others. And in 2016, Saunders will be introducing a brand new Business Analytics Lab featuring state-of-the-art workspace for finance and analytics.

In classes, you learn from faculty members who have significant industry experience. They bring today’s finance issues directly into the classroom by using current examples to illustrate key business concepts. But what really gives RIT students an extra edge is one semester or two summers of cooperative education work experience. On co-op, you can learn about the investment world by working at a securities or investment banking firm, help a growing corporation raise capital for expanded operations or new ventures, or analyze financial statements for a credit union or commercial bank. Many opportunities are available, and you have the chance to tailor your co-op experience to your career objectives.

Saunders finance programs benefit from the input and access to finance leaders and alumni who make up the Finance Advisory Board. RIT alumni are financial analysts, credit analysts, controllers, loan officers, brokers, portfolio managers, financial planners, security traders, and more. They work for—and some lead—large and small investment companies, banks, insurance companies, nonprofit organizations, and a host of global corporations. A bachelor’s degree in finance also is a great prelude to graduate study in business, law, education, and many other professions.
what you’ll study

FIRST AND SECOND YEARS
Business 1: Ideas and Business Planning
Business 2: Technology-enabled Launch
Computer-based Analysis
Principles of Microeconomics
Principles of Macroeconomics
Careers in Business
Communication
Global Business Environment
Principles of Marketing
Applied Calculus
Introduction to Statistics I, II
Information Systems and Technology
Financial and Management Accounting
Financial Management
Organizational Behavior
Foreign Language
Elective
First Year Writing
General Education—
Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS
Global Entry and Competition Strategies
Regional Business Studies
International Business Electives
Co-major Courses or Business Minor
Operations Management
Strategy and Innovation
Business Ethics and Corporate Social Responsibility
Free Electives
General Education—
Liberal Arts and Sciences
Cooperative Education

International Business

Traveling the World to Gain Critical Perspective

Businesses face competitors from around the globe, every day. Even competing at home requires knowledgeable managers—people who understand international markets and can leverage resources globally. International business knowledge and experience is often the key to win a competition.

In addition to international business studies, our international business majors choose a co-major or a minor in accounting, entrepreneurship, finance, management, management information systems, marketing, or new media marketing. In this sense, our international business program provides you with a solid, profound business background. This combination assures you a concrete foundation in business with a sound understanding of the significance of cultural and geographic influences on global as well as local commerce.

You will study a foreign language and choose several courses outside the business college to enhance your international competencies. To meet the international component of their cooperative education experience, many students study abroad, solidifying their understanding of a foreign language and culture. RIT’s global campuses in Croatia, Dubai, and Kosovo, and options through the RIT Study Abroad office, allow you to seamlessly pursue your education on any continent and even at sea. Our students follow their study abroad experience with a co-op in a multinational corporation in the United States, or in an international company overseas, to acquire global business experience.

Upon graduation, you’ll be ready to step into numerous roles in international business, including positions such as international product manager, export/import manager, international financial analyst, sales representative, or regional analyst.

RIT has a diverse culture all its own, one that can greatly expand your cultural horizons. You’ll study with classmates from around the world. Students come to RIT from all 50 states and there are more than 2,200 international students hailing from more than 100 countries.

Our professors have lived and worked abroad. This cultural and ethnic diversity provides a rich environment for international study and promotes relationships that will help you develop an international outlook. Additionally, dedicated advisers in our careers, co-op, and study abroad offices help students who want to bolster their international business education at international RIT campuses or other universities and apply their expertise in companies around the globe.
"I love traveling, meeting new people, learning new languages, and experiencing new cultures," says Alicia Imel, who is a third-generation RIT student. Her co-op at Southwest Airlines gave her the opportunity to learn how an international company operates around the world. Southwest Airlines, says Imel, "really encourages you to learn new skills and to collaborate with other people on other teams. They facilitate a culture of fun while you are learning about how the company operates on a global scale."

With finance as her other passion, Imel's co-op in RIT's Endowment Office allowed her to participate in managing an $800 million endowment that helps support the university. "I was keeping track of our investments, capital calls, and distributions," she says of her experience. "It was exciting making money grow."

Imel accepted a full-time position with Southwest Airlines after graduation. She works as a market yield analyst.
RIT’s management major provides a comprehensive curriculum that develops smart, effective business leaders. The first two years of study focus on increasing your knowledge of core business functions and the interrelationships among them. Upper-level management courses increase the skills and knowledge needed to make well-informed executive decisions. Courses such as leadership and managerial skills focus on interpersonal skills and behaviors, while courses such as project management and human resource management concentrate on developing your technical competencies. Social and ethical responsibility is stressed in much of the course work. Many courses provide the opportunity to work with other students in team-building exercises, group projects, and formal presentations—skills you’ll need in the workplace. Required general education courses enhance your understanding of the world and develop the critical thinking and communication skills essential to lasting managerial success.

One semester or two summers of required cooperative education experience allows you to practice and expand your management skills in real-world situations before you graduate. Students have had co-op positions in purchasing, operations, customer service, inventory control, and human resources management. Co-op positions are found in large corporations and small family-owned businesses. Many exciting co-op positions are available. Each provides an opportunity to earn a salary and gain valuable job-related experience while in school—making you valuable and in demand once you graduate.
Management
Information Systems

Delivering Data Analytics and Big Data Solutions

E elective courses, in topics as diverse as database systems development, web applications, and enterprise systems, provide you with in-depth knowledge in a particular area of MIS. The major culminates with a project management capstone course. This team-based project brings together your knowledge of business and technology to solve an emerging MIS problem.

MIS majors complete one semester or two summers of cooperative education and get paid, professional experience before they graduate. You will build your resume working for top companies and earn valuable on-the-job experience.

As data analytics and big data are becoming increasingly important to businesses, MIS skills are in demand and are commanding top salaries. Students are prepared for careers involving leading-edge enterprise technologies and the analysis, design, and management of computer-based information systems. The curriculum provides students with the systems thinking skills to solve real-world business problems while integrating the latest digital technologies into their solutions.

Career directions for MIS graduates include business and systems analysis, management and information technology consulting, enterprise systems analysis, database application development and administration, network design and administration, web systems development, and information technology project management.

The MIS major explores ways to leverage information technology for strategic advantage. Course work exposes you to a range of state-of-the-art computing, networking, and information processing systems. In the dedicated networking lab at Saunders College of Business, you work in teams, under the direction of a faculty member, in a hands-on environment to build working information systems.

You will analyze existing business processes and learn to utilize digital technologies to improve and/or design new models. You will learn the fundamentals of computer programming and application development; develop skills in analyzing, designing, and testing various computer information systems; and discover how database management systems address the complex data and information needs of organizations.

what you’ll study

FIRST AND SECOND YEARS
Business 1: Ideas and Business Planning
Business 2: Technology-enabled Launch
Computer-based Analysis
Principles of Microeconomics
Principles of Macroeconomics
Careers in Business
Communication
Principles of Marketing
Applied Calculus
Information Systems and Technology
Introduction to Statistics I, II
Financial Accounting
Organizational Behavior
MIS Electives
Management Accounting
Database Management Systems
System Analysis and Design
First Year Writing
General Education—Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS
Developing Business Applications
MIS Electives
MIS Capstone
Global Business Environment
Financial Management
Operations Management
Strategy and Innovation
Business Ethics and Corporate Social Responsibility
Free Electives
General Education—Liberal Arts and Sciences
Cooperative Education
Catherine Kaucic
Major: Marketing, Minors: Advertising and Public Relations, Digital Business
Hometown: Niskayuna, NY
Activities: Women in Business, National Society for Collegiate Scholars, Beta Gamma Sigma (business honors society), Alpha Sigma Lambda (leadership honors society)
Co-op Placements: Marketing Intern, TDn2K: Transforming Data into Knowledge, Social Media Coordinator, Ten for 10|Water for Africa; Merchandising Co-op, TJX

Catherine Kaucic’s advice for incoming students: Go full force. “You have so many opportunities to try something new. Every class you attend, every thing you do, you’re changing something about yourself and you’re growing. You get out of college what you put into it. RIT is the perfect place for this.”

Kaucic knew when she chose to attend RIT that she would have academic opportunities no other college could provide. “I knew that incorporating marketing with technology was going to provide me with an education that was totally different than any other college,” she said. This balance also helped her secure co-op positions that have helped her find her career purpose. During a conference, when a presenter talked about being impactful in your life, Kaucic realized she wanted to make a difference. With a mix of corporate, education, and not-for-profit co-ops, Kaucic is getting a balanced view of the work world and learning where she can have the biggest impact. “I want to be influential. I want to make an impact on someone else’s life when I leave RIT.”
Marketing

Marketing Is a Necessity in Every Industry

Successful companies have always been market driven. Today, consumers have more choices than ever before, and their preferences are increasingly intense, short-lived, and unpredictable. This presents a challenge to marketing professionals. What do consumers want? What are their buying patterns? How can marketing professionals drive sales and meet consumers’ expectations? Understanding the market and the competition is crucial to the success of a product or service. Understanding how changes occurring in the world relate to your business is equally important. Technical specialties at RIT place Saunders students at the cutting edge of digital marketing as businesses become more reliant on online tools and data analytics to leverage large amounts of consumer and product data.

To prepare you for a challenging and exciting career in marketing, RIT offers a curriculum that provides a broad understanding of business and human motivation. You learn to create and implement strategies in product development, pricing, communication, and distribution. In addition to a core business curriculum, liberal arts courses in sociology, psychology, anthropology, economics, mathematics, and other disciplines help you develop insight into consumer behavior and rationale. Each student’s power of observation is heightened, and technical and communication skills are sharpened through projects and assignments.

You have the option of choosing a business minor, such as entrepreneurship, business administration, or management, or completing one of more than 90 different minors offered by RIT. You can choose from such diverse areas as advertising, art history, religious studies, Spanish, or international relations. Please see our list of minors on page 20.

You have the opportunity to apply the skills you learn in the classroom to the real world through cooperative education. When it comes to co-op, marketing majors have their pick of some exciting opportunities. Students have helped to design and modify sales promotion materials and have gathered and interpreted market survey information about new products. Some have traveled as sales representatives for Fortune 1000 companies or coordinated direct-mail campaigns for advertising agencies. One semester or two summers of relevant work experience before graduation gives you valuable experience and makes your resume stand out from the crowd.
New Media Marketing

Technology Changes the Way We Communicate

New media marketing focuses on the development of strategies and practices to help organizations better reach and engage online audiences. It prepares you for the constantly changing world of internet marketing and puts you at the forefront for finding new ways companies can engage and interact with their audiences. This unique major examines areas such as web design, content generation, social media, and search engine marketing through the study of analytics, visualization, copywriting, strategy, planning, and execution.

A core business curriculum is combined with courses such as Internet Marketing, Search Engine Marketing and Analytics, and Advanced Internet Marketing. The major is designed to make students experts in the field of interactive marketing. With unparalleled facilities, equipment, and technology, as well as world-renowned faculty members, you will develop an understanding of marketing theory and interactive strategies for effective online marketing. With RIT specialties in computer sciences, graphic arts, and management information systems, new media marketing students are exposed to a powerful combination of tools that are not found elsewhere. Students are also required to choose a minor or concentration. This could range from photography and economics to game design and development to psychology.

One semester or two summers of required cooperative education experience provides you with unbeatable professional work experience in the field of graphic media. A co-op position provides opportunities to learn by doing; you will solve actual business problems for real companies through planning, research, consulting, and special projects. In addition, you make important professional contacts and learn to network with professionals in your field, all while earning a significant income that can help pay for college expenses.

what you'll study

FIRST AND SECOND YEARS
- Business 1: Ideas and Business Planning
- Business 2: Technology-enabled Launch
- Computer-based Analysis
- Principles of Microeconomics
- Principles of Macroeconomics
- Careers in Business
- Communication
- Global Business Environment
- Principles of Marketing
- Applied Calculus
- Information Systems and Technology
- Introduction to Statistics I, II
- Financial and Management Accounting
- Organizational Behavior
- Marketing Elective
- Elective
- First Year Writing
- General Education—Liberal Arts and Sciences
- Year One: College Experience
- Wellness Education

THIRD AND FOURTH YEARS
- Financial Management
- Internet Marketing
- Social Media Marketing
- Search Engine Marketing & Analytics
- Operations Management
- Strategy and Innovation
- Business Ethics and Corporate Social Responsibility
- Free Electives
- General Education—Liberal Arts and Sciences
- Cooperative Education
Taner Tozan chose RIT because the new media marketing major was in line with his career aspirations and he could find no other program like it. “What appeals to me the most is that we learn valuable skills we can apply right out of the gate,” he says of his experience with Saunders College. “There were things I learned in my Internet Marketing course that I literally—sometimes on the same day as class—applied to my business,” says Tozan, who runs a company that manufactures cases for the iPhone 6. “The program is really in line with what’s around the bend, what’s coming in the future. It’s cool to be a part of a program that’s shaping and molding what’s going on.”

Tozan completed a co-op at Intuit, as a member of the online advertising team for Turbo Tax. He was at Intuit when Turbo Tax launched its mobile app. He served as an inside Beta tester and sat in on some user testing, which he found he really enjoyed. “It’s cool to bring a customer in and say, ‘Here’s our product. This is what we’ve been working on for however many months, what do you think?’ and get their feedback and go back to the drawing board and make things better.”

Tozan is passionate about online and digital advertising, specifically in the areas of SEO, mobile, and affiliate marketing. “Ideally I’d like to return to Intuit to continue to work on an online advertising team,” he says.
The Freshman Experience: Biz 1+2

The Biz 1+2 program at Saunders College was created at Saunders to allow all first-year students to be immersed in an intensive two-semester program centered on the creation and commercialization of a new business. Professors John Ward and Molly McGowan coach students through a team-based experience that exposes students to all business disciplines, providing powerful references to students throughout their entire business program.

John Ward, a senior lecturer of international business, is the creator of the Biz 1+2 program. He holds over 20 years of industry experience in a variety of engineering, sales, marketing, and general management positions at companies such as Hewlett Packard and Eastman Kodak.

Molly McGowan, a lecturer of management, teaches the Biz 1+2 program. She has 20 years of professional experience in leadership development and organizational psychology. Her approach to teaching focuses on emotional intelligence, preparing students to successfully enter the workplace upon graduation.
Teaching honor. His current research focuses on the emergence of new approaches to requirements engineering in response to advances in systems design and implementation. His research also includes information systems development methodologies, IT strategy, and the application of contemporary cognitive theory to information systems development.

**Mike Palanski,** an associate professor of management, is a Zutes Faculty Fellow who teaches organizational behavior, leadership, and business ethics for undergraduate and graduate students. His research focuses on how people can lead effectively at work, in the community, and with family and friends. Prior to becoming a professor, he was a retail product manager for a Fortune 500 company and an online banking specialist. He also serves as the faculty adviser for RIT’s InterVarsity Christian Fellowship.

**Victor Perotti,** professor of management information systems and chair of the management information systems, marketing and digital business department, is a jack of all trades when it comes to new technology. In addition to teaching cutting-edge courses such as Digital Entrepreneurship, he consults businesses on the impact of new technologies. He has also been honored for his teaching, earning the Richard and Virginia Eisenhart Provost’s Award for Excellence in Teaching, the Eisenhart Outstanding Teaching Award, and RIT’s 2011-12 Innovative Teaching with Technology Award. His consulting work ranges from conducting advanced business simulation experiences at Harris R.F. to business plan development for pre-seed video game companies.

**Rong Yang,** an associate professor of accounting, teaches corporate financial reporting. Her research interests include the use of accounting information in capital markets, internal control quality, analyst forecast performance, and corporate restructuring events. She is published in a variety of leading accounting, finance, and marketing journals. She was honored for her research with several awards, including the 2006 MBAA International McGraw-Hill/Irwin Distinguished Paper Award and the 2013 Bright Idea Award sponsored by the Stillman School of Business at Seton Hall University.

“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

Associate Professor of Management, Chair of Management, International Business and Entrepreneurship Department
In today’s world you need to be prepared for the challenges and opportunities you will experience once you’ve graduated. An education must be real. It must be relevant. It must be tested in real-world settings and on real-world problems. Experiential education allows you to do that—and more.

Cooperative Education

Cooperative education (co-op) is the most extensive and intensive of RIT’s experiential education opportunities. Co-op is full-time, paid work experience directly related to your course of study and career interests. One semester or two summers of co-op is required for students in Saunders College. Co-op students work in nearly every different type of business setting across the country and around the world.

Co-op is the best way for you to immerse yourself in the real world and apply what you’ve learned and experienced while at RIT. Classes and course work take on new meaning and you are better positioned for career success when you’ve performed market research for a pharmaceutical company, conducted an internal audit for a high-flying technology firm, or helped to implement a new purchasing management system—all as a co-op student.

In addition to gaining professional work experience and developing an essential network of contacts, you’ll find co-op is often the best way to develop the business skills needed for success—leadership, decision making, communication, professionalism, flexibility, and teamwork. You do all this while earning a salary—income that can be applied to living expenses and other college costs—and you do not pay fees or tuition charges while you’re on co-op. Students get the advantage of accessing advisers and connections through one of the largest and oldest co-op programs in the country.

Study Abroad

Through Saunders faculty-led international study seminars and RIT’s Study Abroad program, you will enhance your understanding of other cultures. The Study Abroad office helps students identify international study options across the globe and at sea, utilizing international campuses at RIT Dubai and RIT Croatia, plus a large number of partner universities. You can select to study both business and liberal arts courses while gaining the experience of living and learning in a culture different from your own. Additionally, study abroad experiences can be counted toward cooperative education requirements.

To see where our students have studied internationally, visit the Saunders Global Blog at saunders.rit.edu/global. The RIT Office of Career Services and Cooperative Education helps students identify and apply to co-op opportunities and job openings abroad.
Unparalleled Career Support
Cited by *The Princeton Review* as one of the leading career services offices, RIT’s Office of Career Services and Cooperative Education provides you with the support you need to launch your career. With a professional staff of 20, it offers you access to their career advice and workshops regarding job search techniques, interviewing, resume writing, and more. For more information about the full range of services available to students through the Office of Career Services and Cooperative Education, please visit rit.edu/careerservices.

Career Fairs
The Office of Career Services and Cooperative Education hosts several career fairs throughout the academic year for students seeking internships, co-op placements, and permanent employment. **The General Career Fairs**, held twice annually, welcome more than 750 recruiters representing more than 250 companies with many employers conducting interviews the following day.

Each fall the office also hosts an **Accounting Career Fair**, which welcomes national and international accounting firms and business organizations looking to fill co-op and full-time positions.

The night before each Spring Career Fair, Saunders students attend an exclusive **Business Networking Event**. At the mixer-style event, students forge personal connections with employers seeking business students. They learn more about companies that have open positions and discover what those jobs entail. It is also a great opportunity for students to practice their elevator pitches in advance of the Career Fair and subsequent Interview Day.
Jaquan Outlaw

Major: New Media Marketing; Minor: Web Design and Development
Hometown: Hampton, VA; Immersion: Japanese
Activities: member, Saunders Multicultural Business Association, member, Men of Color, Honor and Ambition

As the recipient of the prestigious Gates Millennium Scholarship—funded by a grant from the Bill and Melinda Gates Foundation—Jaquan Outlaw could have chosen any university in the country to study. So why did he choose RIT? “Technology has always been a really big deal to me, that ‘T’ in RIT helped in my decision to come here,” he says.

Outlaw is a third year new media marketing major, a program that allows him to combine his interests in business, technology, and gaming.

Impressed that Saunders College has a 95 percent placement rate and a wide variety of co-op opportunities. His connection to NASA began in high school when Outlaw was offered a mentorship in the Advanced Sensing and Optical Measurement Branch at Langley Research Center. His project was to implement a 3D model of a wind tunnel into a gaming environment to test the aerodynamics and durability of new aircraft designs and modifications.

Outlaw returned to NASA last summer as an intern in the Langley Aerospace Research Student Scholars (LARSS) program, working in the Small Business Innovation and Research department. “My job was to write a success story about an atmospheric tracking system for one of NASA’s technologies, the High Spectral Resolution Lidar which did atmospheric and ocean subsurface profiling,” Outlaw explains. “LARSS was a great opportunity and allowed me to learn more about the ways business is conducted at NASA.”

Sophia Song

Major: Management Information Systems; Minor: Economics
Hometown: Los Angeles, CA
Activities: Director of Fundraising, Women in Business; MIS Mentorship Program; member, Business and Technology Professionals
Co-op Placements: Information Technology Intern, Google; Technology Analyst, Southwest Airlines; IT Intern, Precision Castparts Corp.

Sophia Song started out as a computer science major. She soon realized that while she has always been interested in technology, she wanted to explore the management side of business. “I chose MIS because it is a good combination of both business and computing and gives you great knowledge in the technology aspects of business,” she says. She discovered RIT through her research of MIS programs. RIT’s name kept popping up as a leader in the field. The co-op program sealed the deal. “I knew that my career development options would be so much stronger if I attended a college with a co-op program,” she says.

She loves Saunders College because it’s small and she has had a chance to build relationships with her professors. “It’s great that I’ve been able to stand out as a student because the classes are small. Professors have always provided feedback on projects and I’ve always enjoyed that personal interaction.”
Delivering Entrepreneurship Like No Other Campus

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

For the aspiring entrepreneur, Saunders offers unique programming like the Biz 1+2 two-course sequence. Students utilize RIT resources such as the Simone Center for Student Innovation and Entrepreneurship (one of the leading student innovation centers in the nation), Venture Creations business incubator, and Saunders Student Consulting.

From Concept to Market
On the first day of classes, students are immersed in The Freshman Experience: Biz 1+2, a one-of-a-kind, two-semester cohort program that allows students to build businesses from concept to commercialization. The powerful experience exposes students to all business disciplines that serve as powerful references to students throughout their entire business program.

As a leading student incubator, the Simone Center for Student Innovation and Entrepreneurship enhances innovation and entrepreneurship activities at RIT. Students have access to events, mentoring, and resources to help bring their business ideas to life.

Venture Creations is home to Saunders Student Consulting, connecting students to more than 20 mid-seed, high-tech companies working to expand and attract investment beyond their startup phase.

Resources for Innovation
Entrepreneurs Hall: Named one of Inc. magazine’s 20 Cool Business Incubators, this campus residential community cultivates ideas and generates a spirit of ingenuity through entrepreneurship-focused courses, unique co-ops, mentoring, and 24/7 access to the Student Incubator.

Entrepreneurs Conference: The brightest minds in business and entrepreneurship provide educational sessions, activities, and opportunities.

RIT48: A 48-hour, weekend entrepreneurial boot camp where students across campus collaborate, receive coaching, and develop plans for their entrepreneurial aspirations.

Tiger Tank and Business Plan Competitions: Students win investments by pitching their business startups to real investors.

Saunders Summer Startup: Student teams compete for a limited number of spots that provide summer stipends for students to develop their business concepts.

Idea Speed Dating: Engineering, art, design, science, and business students exchange one-on-one “elevator pitches” in pursuit of matching talents to exciting entrepreneurial business concepts.

RIT Tools and Resources

Simone Center for Student Innovation and Entrepreneurship
Where business, engineering, computing, and design students collaborate to launch ideas.

Venture Creations
Incubator with 20+ mid-seed companies commercializing products and services.

Center for Urban Entrepreneurship
Building wealth through entrepreneurship in urban communities.

Saunders Student Consulting
Student consultant projects with regional companies—from startups to Fortune 500.

The Construct
Rapid prototyping makerspace featuring 3D modeling, open to all students.

MAGIC Center
Media, Arts, Games, Interaction, and Creativity Center houses both a research laboratory and a production studio.
Minors and Immersions
For the most current list of minors and immersions please visit rit.edu/minors and rit.edu/immersions.

Accounting
Advertising and Public Relations
Africa and the Diaspora
American Art
American Politics
American Sign Language and Deaf Cultural Studies
Applied Statistics
Archaeological Science
Archaeology
Art History
Astronomy
Bioinformatics Analysis
Biology Cellular and Molecular Biology Ecology and Evolution
Business Administration
Chemical Engineering Systems Analysis
Chemistry
Communication
Computer Engineering
Computer Science
Computing Security
Construction Management
Creative Writing
Criminal Justice
Cultural Anthropology
Database Design and Development
Digital Business
Digital Literatures and Comparative Media
Diversity in the U.S.
Economics
Electrical Engineering
Engineering Management
English
Entrepreneurship
Environmental Modeling
Environmental Science
Environmental Studies
Ethics
Exercise Science
Film Studies
Finance
Flexible Packaging
Free and Open Source Software and Free Culture
Game Design
Game Design and Development
Geographic Information Systems
Global Justice and Peace Studies
Global Literatures and Cultures
Globalization Theory
Health Communication
Health and Culture
Health IT
History
Hospitality Management
Human Language Technology and Computational Linguistics
Imaging Science
Imaging Systems
Industrial Engineering
Innovation
International Business
International Relations
Journalism
Language Science
Latino/Latina/Latin American Studies
Legal Studies
Linguistic Anthropology
Management
Management Information Systems
Marketing
Mathematics
Mechanical Engineering
Media Arts and Technology
Nanoelectronic Engineering
Military Studies and Leadership
Mobile Design and Development
Mobile Development
Modern Language (Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish)
Modern Languages and Cultures (Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Spanish)
Museum Studies
Music
Music Performance
Music and Technology
Native American Science and Technology
Networking and Systems Administration
Optical Science
Packaging Science
Philosophy
Physics
Political Science
Politics
Psychology
Public Policy
Religious Studies
Science and Technology Studies
Science of Film, Photography and Imaging
Science, Technology, and Society
Social Inequalities
Sociology
Sociology and Anthropology
Software Engineering
Structural Design
Supply Chain Management
Sustainable Product Development
Theater Arts
Urban Studies
Visual Culture
Water Resources
Web Design and Development
Web Development
Women's and Gender Studies
Writing and Rhetoric

Enrichment Opportunities & Options

Enhance Your Education

The RIT Honors Program
The RIT Honors Program provides a challenging, individualized, and rewarding experience for students who have distinguished themselves academically. Honors students have access to special courses, seminars, projects, and advising. An annual spring break trip connects Saunders students to cutting-edge companies in diverse locations. Students have early course registration privileges and participate in dedicated courses that bring together Honors students from across the university.

Accelerated 4+1 MBA Program
RIT's Accelerated 4+1 MBA program is the perfect way to earn two degrees in five years and differentiate yourself in the job market. You will choose a major from one of our undergraduate degree programs and complete six months of cooperative education before completing the BS degree. In the third and fourth years, you will take business courses that replace courses typically completed in the first year of the MBA program. At the start the fifth year, you will be in step with others in the MBA program.

Women in Business
Women in Business is dedicated to the success of our female business students by providing opportunities to advance their professional and personal development and join an encouraging community of aspiring and successful women. Through networking, educational events, and community service, Women in Business creates and strengthens skills in leadership, business, and relationship building.

Shaping Young Minds
Business leaders who have shared wisdom and advice as speakers and participants at lectures series and conferences hosted by Saunders College of Business:

- Mike Adams, Director of Global Performance Excellence, Microsoft
- JJ DiGeronimo, Women in Tech, keynote speaker, award winning author & Expert for Women in Tech and Girls in STEM
- B. Thomas Golisano, Chairman, President, and CEO, Paychex Inc.
- Jerry Greenfield, Co-founder, Ben & Jerry's Homemade, Inc.
- Daymond John, Founder, FUBU and Shark on ABC’s “Shark Tank”
- Robert Latorre, President at Big Fish Films
- Timothy J. Mayopoulos, President and CEO, Fannie Mae
- Austin McChord, Founder and CEO, Datto, Inc.
- David Neeleman, Founder and Chairman, Jet Blue
- David T. Della Penta ’69, President & COO, Fannie Mae
- Scott Wilson, Founder and President/Owner, Van Bortel Chevrolet
- Kitty Van Bortel, President/Owner, Van Bortel Chevrolet
- E. Philip Saunders, serial entrepreneur
- Scott Wilson, Founder and Principal Designer, MINIMAL
- Sarah Personette, VP of Global Business Marketing at Facebook
- Sam Zell, Founder, Equity Group Investments LLC
FOUNDING IN 1829, Rochester Institute of Technology is a privately endowed, coeducational university with nine colleges emphasizing career education and experiential learning.

THE CAMPUS occupies 1,300 acres in suburban Rochester, the third-largest city in New York state. RIT also has international campuses in Eastern Europe and Dubai.

THE RIT STUDENT BODY consists of approximately 15,400 undergraduate and 3,200 graduate students. Enrolled students represent all 50 states and more than 100 countries. Nearly 3,200 students from diverse racial and ethnic backgrounds are enrolled on the main campus along with approximately 2,700 international students. An additional 1,760 students are enrolled at RIT’s international campuses.

RIT is an internationally recognized leader in preparing deaf and hard-of-hearing students for successful careers in professional and technical fields. The university provides unparalleled access and support services for the more than 1,200 deaf and hard-of-hearing students who live, study, and work with hearing students on the RIT campus.

RIT ALUMNI number more than 118,000 worldwide.

COOPERATIVE EDUCATION provides paid career-related work experience in many degree programs. RIT has the fourth-oldest and one of the largest cooperative education programs in the world, annually placing more than 4,300 students in more than 5,700 co-op assignments with more than 2,200 employers across the United States and overseas.

COLLEGES:

- College of Applied Science and Technology
  School of Engineering Technology
  School of International Hospitality and Service Innovation
- Saunders College of Business
- B. Thomas Golisano College of Computing and Information Sciences
- Kate Gleason College of Engineering
- College of Health Sciences and Technology
- College of Imaging Arts and Sciences
  School for American Crafts
  School of Art
  School of Design
  School of Film and Animation
  School of Media Sciences

School of Photographic Arts and Sciences
- College of Liberal Arts
- National Technical Institute for the Deaf
- College of Science

Other degree-granting academic units:
- School of Individualized Study
- Golisano Institute for Sustainability

DEGREES: RIT offers the following degrees:
- doctoral (Ph.D.) programs in astrophysical sciences and technology; color science, computing and information sciences, engineering, imaging science, mathematical modeling, microsystems engineering, and sustainability;
- master's degree programs: master of architecture (M.Arch.), master of business administration (MBA), master of engineering (ME), master of fine arts (MFA), master of science (MS), and master of science for teachers (MST);
- bachelor's degree programs: bachelor of fine arts (BFA) and bachelor of science (BS); and associate degree programs: AS, AOS, AAS.

WALLACE LIBRARY is a multimedia center offering a vast array of resource materials. The library provides access to more than 250 electronic databases, 40,000 electronic journals, and more than 150,000 e-books. Resource materials also include audio, film, and video titles and more than 500,000 books and print journals.

HOUSING: Many of RIT’s full-time students live in RIT residence halls, apartments, or townhouses on campus. On-campus fraternities, sororities, and special-interest houses are also available. Freshmen are guaranteed housing.

STUDENT ACTIVITIES: Major social events and activities are sponsored by the College Activities Board, Residence Halls Association, sororities, fraternities, and special-interest clubs of many kinds. There are more than 300 clubs and student organizations on campus.

ATHLETICS: Men’s Teams—baseball, basketball, crew, cross country, ice hockey (Division I), lacrosse, soccer, swimming, tennis, track, and wrestling
- Women’s Teams—basketball, crew, cross country, ice hockey (Division I), lacrosse, soccer, softball, swimming, tennis, track, and volleyball

RIT offers a wide variety of activities for students at all levels of ability. More than 50 percent of our undergraduate students participate in intramural sports ranging from flag football to golf and indoor soccer. Facilities include the Gordon Field House, featuring two swimming pools, a fitness center, indoor track, and an event venue with seating for 8,500; the Hale-Andrews Student Life Center, with five multipurpose courts, eight racquetball courts, and a dance/aerobics studio; the Ritter Ice Arena; and outdoor facilities including an all-weather track, tennis courts, and several athletic fields. The newly opened Gene Polisseni Center, which houses RIT’s new hockey arena, accommodates 4,300.

EXPENSES: Full-time students living in an RIT residence hall have the following 2016–17 academic year expenses. We estimate that the typical student also spends an average of $2,026 per year for books, transportation, and personal expenses.

<table>
<thead>
<tr>
<th>Costs</th>
<th>2016-17 Academic Year (two semesters)</th>
<th>NTID*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$38,024</td>
<td>$15,140</td>
</tr>
<tr>
<td>Room (double)</td>
<td>$7,162</td>
<td>$7,162</td>
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<tr>
<td>Board (standard plan)</td>
<td>$5,112</td>
<td>$5,112</td>
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<tr>
<td>Fees</td>
<td>544</td>
<td>544</td>
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<tr>
<td>Total</td>
<td>$50,842</td>
<td>$27,958</td>
</tr>
</tbody>
</table>

*Deaf and hard-of-hearing students who are U.S. citizens enrolled in any undergraduate program and students enrolled in the K-12 English interpretation major will pay these charges instead of the regular academic year charges.

VISITS TO CAMPUS are encouraged and may be arranged in advance by calling 585-475-6631. Deaf and hard-of-hearing students may arrange campus visits by calling 585-475-6700, toll free in the U.S. and Canada at 866-644-6843, or by videophone at 585-743-1366.

HOME PAGE: www.rit.edu
EMAIL: admissions@rit.edu
UNIVERSITY COLORS: Orange and brown
UNIVERSITY MASCOT: Bengal tiger “Ritchie”
UNIVERSITY ATHLETIC TEAMS: Tigers

RIT does not discriminate. RIT promotes and values diversity within its workforce and provides equal opportunity to all qualified individuals regardless of race, color, creed, age, marital status, sex, gender, religion, sexual orientation, gender identity, gender expression, national origin, veteran status, or disability.

The Advisory Committee on Campus Safety will provide, upon request, all campus crime statistics as reported to the United States Department of Education. RIT crime statistics can be found at the Department of Education website, http://ope.ed.gov/security, and by contacting RIT’s Public Safety Department at 585-475-6620 (v/tty).