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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 Mozrall, Ph.D.
Dean, Saunders College of Business

Saunders College of Business

Undergraduate students: 690
Graduate students: 300
Experiential learning: One semester or two summers of co-op required; study abroad and undergraduate research encouraged
Outcomes Rate: 94%
Alumni: 18,000
Degrees offered: BS, MS, MBA, 4+1 MBA
Rankings and Recognition:
• U.S. News ranked Saunders among the top 100 undergraduate business colleges (2015 edition)
• Saunders College of Business named to The Princeton Review’s “The Best 296 Business Schools” (2015 edition)
• Bloomberg Business Week:
  - Best Undergraduate Business School by Specialty (2013)
  - The 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
Digital and accessibility entrepreneurship; sentiment and big data analytics; global Internet marketing; international accounting and auditing; integration of technology, business, and design thinking.
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.

Comprising nine colleges, RIT has the depth and breadth in business, engineering, computing and information technology, art, design, and science to give you a competitive edge over other universities’ graduates. 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.

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 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.

Saunders students gain hands-on experience through the college’s mandatory co-op program. As a required part of all undergraduate programs, you will complete at least one semester or two summers of full-time, paid employment related to your field. 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 as you pursue a career in the business world. 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 list on page 20).

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 placement rate for Saunders College graduates the last three years has averaged 94%.
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 where effective allocation, management, and control of financial resources are key. Careers may include corporate accounting, internal auditing, not-for-profit, or government organizations. Accounting students learn about the CPA recruiting process in the classroom 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. Projects and assignments are designed to solve actual problems presented by industry and many times the results are implemented as solutions.

Course work focuses on more than the complex details of preparing financial statements. You will build a complete understanding of how accounting helps a company achieve its objectives. One semester or two summers of the four-year program are spent on cooperative education, where you work in industry to gain valuable experience before you graduate. Our students have had co-ops with public accounting firms such as PricewaterhouseCoopers, KPMG, or Deloitte & Touche; private and public corporations; federal and state government agencies; or 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 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 state.

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

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
Corporate Finance
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, New York
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

In addition to core business courses, the finance major focuses on managerial and technology skills used to make and evaluate all types of business decisions, especially the analysis of investment projects or capital outlays. Finance students prepare for valuable certifications in their fields, such as Chartered Financial Analyst (CFA) and Certified Fraud Examiners (CFE), while students and faculty in the Financial Management Association manage a live portfolio of over $110,000. Course work also 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 the managerial and technology skills used to make and evaluate all types of business decisions, especially the analysis of investment projects or capital outlays. Liberal arts courses ensure that you graduate with an in-depth understanding of society with which to make informed financial decisions.

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.

RIT alumni are financial analysts, credit analysts, controllers, loan officers, brokers, portfolio managers, financial planners, security traders, and more. They work for and often 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
- First Year Writing
- Year One: College Experience
- Information Systems and Technology
- Computer-based Analysis
- Financial and Management Accounting
- Global Business Environment
- Principles of Microeconomics
- Principles of Macroeconomics
- Introduction to Statistics I, II
- Applied Calculus
- Careers in Business
- Corporate Finance
- Managing Assets and Liabilities
- Intermediate Investments
- General Education—Liberal Arts and Sciences
- Wellness Education

THIRD AND FOURTH YEARS
- Communication
- Organizational Behavior
- Principles of Marketing
- Financial Analysis and Modeling
- Finance in a Global Environment
- Finance Electives
- Free Electives
- Operations Management
- Strategy and Innovation
- Business Ethics and Corporate Social Responsibility
- General Education—Liberal Arts and Sciences
- Cooperative Education
International Business

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
- Corporate Finance
- 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 courses
- 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

Traveling and Seeing The World

International business majors choose a co-major in accounting, finance, management information systems, management, or marketing. In this sense, international business is a dual major. This combination assures you a solid foundation in business with a sound understanding of the significance of cultural and geographic influences on global commerce.

You will study a foreign language and choose several courses in the liberal arts to round out your education. You will also complete one semester or two summers of cooperative education, one of which must have an international component. Many students study abroad to solidify their understanding of a foreign language and gain experience living in another culture. They 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 several aspects of international trade, 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. Plus, dedicated advisers in our careers, co-op, and study abroad offices help students identify and apply for opportunities at partner universities and companies across the globe—even at sea.
"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 is set to return to Southwest Airlines for a marketing internship when she graduates. She hopes to secure a full-time position with the company that can blend her interests in travel and finance.
Management

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
Corporate Finance
Organizational Behavior
Elective
First Year Writing
General Education—Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS
Business Ethics and Corporate Social Responsibility
Leadership in Organizations
Negotiations
Managerial Skills
Management Electives
Operations Management
Strategy and Innovation
Free Electives
General Education—Liberal Arts and Sciences
Cooperative Education

RIT’s management major offers a comprehensive curriculum to develop 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 help you learn to make well-informed executive decisions. Courses in human resource management and organizational behavior focus on personnel issues and skills, while courses in operations 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. Throughout the curriculum, liberal arts 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 allow 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. A variety of 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.
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.

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 résumé 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 management and information technology consulting, decision support systems analysis, database application development and administration, network design and administration, Web systems development, and information technology project management.
Simran Makker likes to have options. It was RIT’s broad range of programs, minors, and co-op opportunities that attracted her to the university. With interests in marketing, photography, advertising, and entrepreneurship, Makker was able to declare a double major in marketing and advertising photography, select a minor in entrepreneurship, and pursue an MBA through Saunders’ 4+1 program. She has always found her classes to be valuable and effective. “I really liked that I have always been in classes that have been applicable to my career goals. The classes are hands on and relate to the real world,” she says.

Makker’s co-op at Mob Action Games, a mobile gaming startup company, allowed her to gain an array of experience in mobile marketing, social media marketing, customer management, and sales. She also learned how to code. The small, hands on environment of a startup appeals to her. “Now that I’ve worked at a startup, I don’t want to work anywhere else.” Her biggest take away from her co-op: the wide assortment of skills she acquired on the job. “I learned how to use WordPress, Google Analytics, HootSuite, and a little bit of HTML,” she says. “I learned to use so many tools I never knew about. I’ve really boosted my resume from this one placement. I’m so glad this was my first co-op.”
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
Corporate Finance
Marketing Management
Marketing Metrics and Research
Operations Management
Strategy and Innovation
Business Ethics and Corporate Social Responsibility
Free Electives
General Education—Liberal Arts and Sciences
Cooperative Education

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 résumé 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 gaming design and development to psychology.

One semester or two summers of cooperative education is required, providing 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
Corporate Finance
Marketing Management
Marketing Metrics and Research
Operations Management
Strategy and Innovation
Business Ethics and Corporate Social Responsibility
Free Electives
General Education—
Liberal Arts and Sciences
Cooperative Education

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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.
Saunders Community

Our students describe Saunders College of Business as a close and personal community with access to the resources available only at a large technological university.

The Saunders community includes approximately 690 undergraduate and 300 graduate students, and nearly 50 full-time faculty. Undergraduate class sizes range from 40 students in core business courses to as few as 15 in upper-level courses. This provides students with a high degree of personal attention, where faculty get to know their students personally.

Our students are serious about academics and interested in relating everything they learn and do in the classroom to what they ultimately may do throughout their career.

Saunders Business Clubs and Organizations

• Business and Technology Professionals Club
• Delta Sigma Pi
• Entrepreneurship Club
• Financial Management Association
• Global Business Board
• Graduate Management Association
• Lowenthal Service Group
• RIT Marketing Club
• Next Generation of Accountants
• Phi Beta Lambda
• Saunders Executive Board
• Saunders Multicultural Business Association
• Students in Free Enterprise
• Suits
• Women in Business

Engaging, Experienced Faculty

A Close and Personal Community

There is no better way to learn about the business world than from those who have built careers in industry. At Saunders College of Business, more than 85 percent of our faculty members have significant business experience. They use their insight and perspective to develop solid programs that are relevant, extensive, and innovative. Faculty members use their experiences in presenting at international conferences and consulting with corporate business partners and domestic and foreign 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 a result, 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.

At RIT you can interact with faculty not just in class or during office hours, but in the hallways after class, in the Wallace Library, and over coffee in Java Wally’s. You get to know your professors and often build relationships that last a lifetime.

One thing is certain: our faculty is imaginative, knowledgeable, and skilled in bringing the real world into the classroom.
Mithu Dey, an assistant professor of accounting, has extensive work experience in the industry. 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 also conducts research on the impact of the Sarbanes-Oxley Act on the auditing industry.

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.

Sean Hansen, an associate professor of management information systems, is a Zutes Faculty Fellow and the 2014 recipient of the Richard and Virginia Eisenhart Provost’s Award for Excellence in Teaching. RIT’s highest 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.

Clyde Hull, an associate professor of management and a Zutes Faculty Fellow, teaches strategy, innovation, and technology management. He has served as a strategy and high-technology consultant domestically and internationally. Dr. Hull’s research focuses on new product development in high-technology settings, digital entrepreneurship, and global strategy formulation. He also is the founder and chief instructor of the RIT Tae Kwon Do Club and is the head of Traditional Martial Arts of New York.

Joseph Miller, an assistant professor of marketing, teaches classes in marketing principles and professional selling. He has served as a managerial consultant in the banking, financial, and automotive industries, and worked in the realm of municipal economic development. His research focuses on service quality, service management, and information economics.

Victor Perotti, associate professor of management information systems, 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 and 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, Management
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.”
Co-op and Experiential Education

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 experiences. 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 Cooperative Education and Career Services helps students identify and apply to co-op opportunities and job openings abroad.

RIT’s employer network includes more than 2,100 organizations. Here is a sample of those that have hired students for co-op and permanent placement.

Anheuser-Busch
Ariel Corporation
Bank of New York Mellon
Bausch & Lomb
The Bonadio Group
Bonin, Dioguardi & Ray
Brand Networks
Butler/Till Media
CitiBank
Coating Technology Inc
Consolidated Graphics
Davie Kaplan CPA PC
Defense Finance & Accounting Service (DFAS)
Deloitte & Touche LLP
EFP Rotenberg
EPIC Systems
Ernst & Young
ESPN
Federal Deposit Insurance Corporation
Fidelity Investments
First American Equipment Finance
GEICO
General Electric Co.
Google
H&R Block Rochester
Harris Corp
Iberdrola
IBM
IEC Electronics Corp
Innovative Solutions
Invesco & Company
Intuit
Johnson & Johnson
JPMorgan Chase & Co.
Lenel Systems International
Lockheed Martin
M&T Bank
Michelin Pharmaceuticals
MS Networks
Manning & Napier Advisors
Mengel, Metzger, Barr, & Co. LLP
Merrill Lynch
Microsoft
Midwest Inc
MBC Universal
Northwestern Mutual
NYS Dept of Taxation and Finance
Ortho Clinical Diagnostics
Paychex
Pratt & Whitney
PricewaterhouseCoopers LLC
The Raymond Corporation
Soleo Communications
Southwest
Toyota Motor Eng. & Manufacturing NA
U.S. Internal Revenue Service
Wegmans Food Markets
Xerox Corporation
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 Biz 1-2, a one-of-a-kind, two-semester cohort program that allows students to build businesses from concept to commercialization.

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.

**Unparalleled Career Support**

Cited by The Princeton Review as one of the leading career services offices, 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.
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, and resume writing, and many others. 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.
Minors and Immersions

For the most current list of minors and immersions please visit rit.edu/minors and rit.edu/immersions.

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”
- Timothy J. Mayopoulos, President and CEO, Fannie Mae
- Austin McChord, Founder and CEO, Datto, Inc.
- David Neeleman, Founder and Chairman, Jet Blue
- E. Philip Saunders, serial entrepreneur
- Kevin Surace, CEO, Appvance
- Kitty Van Bortel, President/Owner, Van Bortel Chevrolet
- Scott Wilson, Founder and Principal Designer, MINIMAL
- Sam Zell, Founder, Equity Group Investments LLC
RIT in Brief

FOUNDED 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 15,000 undergraduate and 2,900 graduate students. Enrolled students represent all 50 states and more than 100 countries.

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 4,100 students in more than 6,100 co-op assignments with more than 2,100 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 Design
- 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: Center for Multidisciplinary Studies; Golisano Institute for Sustainability

DEGREES: RIT offers the following degrees: doctoral (Ph.D.) programs in astrophysical sciences and technology, color science, computer and information sciences, engineering, imaging science, 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 2015-16 academic year expenses. We estimate that the typical student also spends an average of $2,025 per year for books, transportation, and personal expenses.

<table>
<thead>
<tr>
<th>Charges</th>
<th>Academic Year (two semesters)</th>
<th>NTID*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$36,596</td>
<td>$14,670</td>
</tr>
<tr>
<td>Room (double)</td>
<td>6,954</td>
<td>6,954</td>
</tr>
<tr>
<td>Board (standard plan)</td>
<td>4,964</td>
<td>4,964</td>
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<tr>
<td>Fees</td>
<td>$28</td>
<td>$28</td>
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<tr>
<td>Total</td>
<td>$49,042</td>
<td>$27,016</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 ASL-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
E-MAIL: 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).

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