

R·I·T



Burj al Arab Hotel, Dubai

School of **HOSPITALITY AND SERVICE MANAGEMENT**

Contents

- 1 Introduction
- 4 Hospitality and Service Management
- 6 Nutrition Management
- 7 Faculty
- 8 Special Enrichment Opportunities
- 9 Co-op and Experiential Education
- 10 Campus and Community
- 12 Facilities





What's the largest industry in the United States? The service industry.

Surprised? You shouldn't be. The U.S. is dominated by a variety of service-oriented fields including tourism, health care and financial services. And they're growing in size and technological sophistication every day. That means the sky is the limit for people with the education, experience and desire to excel in these exciting areas.

RIT's School of Hospitality and Service Management, in the College of Applied Science and Technology, combines the cutting-edge advantage of one of the world's leading technology universities with 120 years of service education experience. Innovation is our key focus. That's why *Forbes*, *Travel Weekly*, *Nation's Restaurant News*, and *Corporate Travel* magazines all sing our praises.

Comprised of eight colleges, and offering over 200 programs at bachelor's, master's, and doctoral degree levels, RIT has a depth and breadth of offerings in hospitality and service management, business, engineering, art and design, and science to give you a competitive edge over other universities' graduates. RIT's School of Hospitality and Service Management is known around the world for its quality graduates and its international reach. Our graduates are everywhere, from operating a winery in California's Napa Valley to managing corporate training for an international hotel in Paris, France.



Dr. Francis Domoy
Director, School of Hospitality
and Service Management



RIT's School of Hospitality and Service Management is small enough to offer all the personalization you would find in a small college, yet offers incredible resources by virtue of its presence in a larger university.

The school offers bachelor of science degrees in **hospitality and service management** and **nutrition management**.

The hospitality and service management program allows you to select a concentration in one of eight areas. Each of these concentrations combines study of liberal arts with specialized courses in your major field. The nutrition management program includes the specific course requirements that are necessary to meet the standards of the American Dietetic Association. Upon completion of the degree program and a required dietetic internship, students are eligible to take the Registered Dietitian exam.

Cooperative education (co-op)—alternating periods of on-campus study with periods of paid, professional work experience—plays a major role in both programs and provides you with unbeatable work experience before you graduate.

Our undergraduate programs provide you with a broad view of service management, hospitality, travel, and client care through a common core of courses. You'll acquire a strong understanding of the complete industry by studying accounting, marketing, finance, economics, business management, behavioral science, service manage-

ment, nutrition, food preparation, food and beverage service principles, hotel operations, travel, tourism, and other topics. This approach promotes an understanding of the interrelationships among the fields and allows you the flexibility to switch majors or jobs if your career goals change. In addition to this broad exposure to the industry, you'll learn how to think strategically, communicate professionally, and manage like a leader.

Preparing Tomorrow's Managers and Leaders

The School of Hospitality and Service Management offers an array of exciting academic opportunities as well as the marketable career preparation that distinguishes RIT. Our programs prepare you to assume significant responsibilities directly upon graduation, and provide an excellent foundation for leadership in your field. You will learn and develop:

- management skills and strategies essential to career advancement.
- ways of assessing and measuring service quality.
- the ability to think innovatively to solve management-level problems.
- ways to implement new technologies and maximize results.
- leadership and teamwork skills.
- a passion for lifelong learning.



Cooperative Education— Learning by Doing

In RIT's School of Hospitality and Service Management, we not only bring the outside world into your classroom, but we also send you out into the world—to get up to 12 months of paid, professional work experience in your field before you graduate. Cooperative education (co-op) is an integral part of your program and offers an interactive, hands-on way of learning about the world of work. You get the chance to develop greater insight about your career field and, best of all, acquire real on-the-job experience that makes you a more attractive candidate in the job market after graduation. RIT's Office of Cooperative Education and Career Services works with hundreds of employers each year to make your co-op experiences as valuable and successful as possible.

Professors with Industry Connections

Our hospitality and service management faculty members make teaching their highest priority and are dedicated to helping you succeed. Not only do they have outstanding academic credentials, but they also have the extensive industry experience that allows them to bring course material to life in the classroom. In addition to teaching, they are dedicated to their roles as advisers, talking with you about your academic subjects or career choices. They are active in their respective disciplines and serve in professional and trade associations at the national, regional, and local levels, frequently traveling the globe as guest speakers and consultants in their fields of expertise. Best of all, because they're in constant touch with professionals in the marketplace, they are part of an important professional network that will contribute to your career success.



Hospitality and Service Management

Think of ... hotels on shimmering coastlines. Posh resorts looking over championship golf courses. Elegant restaurants serving sumptuous cuisine from around the world. Entertainment theme parks the size of cities. Riverboat casinos and luxury cruise ships. Waterfront cafes and urban coffee shops. Health spas offering a spectacular array of nutritional and fitness treatments to revitalize the body and mind. Hospitals, sports arenas, airports, and convention centers providing state-of-the-art hospitality service to thousands of people every day.

In the dynamically growing fields of hospitality and service management, RIT's approach provides you with a competitive edge.

RIT's School of Hospitality and Service Management offers a bachelor of science degree in hospitality and service management. The program offers an integrated and challenging curriculum that will develop your skills in leadership, creative problem solving, communication, and technical knowledge—critical skills you need to be successful in the exciting world of hospitality and service management.

Concentrations

The hospitality and service management program offers seven concentrations that will give you insight into a variety of exciting areas of the industry. You will select one concentration to gain a depth and breadth of knowledge in a specific field. Each concentration features six to seven courses and includes 12 months of cooperative education. Co-op is paid work experience in the area of the hospitality field in which you are studying. Co-op gives

you real, on-the-job experience where you can test the skills you have learned in the classroom. Course work and co-op combine to give you an in-depth look at an area of hospitality, preparing you for a successful career once you graduate.

Food Management

Food service involves more than just traditional restaurants: it includes full-service, cafeteria, quick-service, and special chain operations; hotel fine dining and catering; clubs; and contract services for businesses, manufacturing, recreation and sports centers, educational institutions, health care, retail stores, government agencies and food vending. The food management concentration prepares students for management opportunities in a variety of settings. Through several management courses and lab experience in Henry's, RIT's full-service restaurant, students learn essential principles and procedures for quality in food production and presentation, sanitation, nutrition, menu planning and merchandising, purchasing, product development, cost control, and service management.

Food Marketing and Distribution

The food marketing and distribution concentration prepares students for positions in food marketing, sales, and distribution and logistics. Students learn how food is marketed, and how sales, distribution, and logistics work together. Students become uniquely qualified for positions in an array of food marketing and distribution industries worldwide. In particular, they understand a variety of important issues, from food service operations and food marketing to logistics, distribution and packaging. Course work includes food management courses along with courses in commodity analysis, food marketing, food processing, packaging, distribution, national and global logistics, and quality assurance.

Health Systems Management

Health care is undergoing dynamic change in the United States and abroad. The health systems management concentration prepares students for work inside the administrative areas of health care. Featuring a sequence of three survey courses and three specialized courses, students gain a solid understanding of the health systems field, while more specialized courses analyze specific applications of study within the field to build in-depth understanding. A successful health care professional is one with strong academic underpinnings, a desire to learn, and adaptability to change.



Hotel and Resort Management

Our hotel and resort management concentration is designed for students interested in careers in the management and operation of hotels, resorts, and leisure related enterprises. Specialized courses—including statistics, engineering systems and property management, assessment of service quality, technology in service systems, financial management for hotels, hotel marketing and sales, hotel and resort development, and casino management—give students an understanding of the complex and exciting world of managing a large hotel or resort that includes more than just guest rooms. Course work includes the evaluation of various technologies and service strategies that represent the

industry's best practices. International co-ops are highly valuable experiences and students are encouraged to attend the annual international hotel/motel and restaurant shows in New York City and Chicago.

Human Resource Management

The people in today's workplace have a huge impact on an organization, yet many employers don't put enough effort into attracting, developing and retaining this valuable resource. Whether you work in hospitality, food, travel, service, or health care, understanding and effectively supporting human resources is a key to gaining and sustaining competitiveness in your field. The human resource management concentration provides students with the knowledge to effectively recruit qualified applicants and help them grow and develop as an organization's needs change. Students learn the value of keeping employees satisfied and fulfilled in an era of frequent job turnover. You also explore the global and legal issues around employment, both to enhance the work force and to avoid the cost of litigation.

Small Business Development

Our small business management concentration is designed for enterprising individuals who want to launch a new venture or improve an existing small business. It is especially appropriate for entrepreneurs, members of family-owned businesses, and students who want to open small eating establishments or other related businesses, such as B&Bs. The courses in this concentration are tightly integrated to provide a solid foundation in managing, marketing, and financing small businesses.

Travel and Tourism Management

Today, more than ever before, travelers are faced with a number of alternatives for transportation, accommodations, and other travel services. Travel



agencies and corporate travel consultants have an important impact on the hospitality and travel economies, including the food service, lodging and leisure, travel and transportation, and meetings and technology industries. This concentration combines specialized courses in travel management with course work in accounting, management, marketing, and business law. The curriculum is structured to provide students with a balance of hands-on experience and management theory. Students also focus on communication technologies that allow them to research, arrange, and book travel via the Internet.

What You'll Study

First and Second Years

- Survey of Service Management
- Basic Computer Applications
- Algebra for Management Science
- Financial Accounting
- Managerial Accounting
- Global Standards
- Data Analysis I, II
- Principles of Microeconomics
- Electives
- Science Electives
- Concentration Courses
- First-year Enrichment
- Wellness Education
- Liberal Arts
- Cooperative Education

Third and Fourth Years

- Principles of Marketing
- Assessment of Service Quality
- Technology in Service Systems
- Human Resources Management
- Leadership in Service Culture
- Electives
- Senior Project
- Liberal Arts
- Cooperative Education



Nutrition Management

Dietetics and nutrition have expanded from traditional environments—like hospitals, schools, and nursing homes—into restaurants, fitness centers, and even boardrooms. Today's dietician might plan a high-energy menu for a baseball franchise or suggest healthier alternatives to meals for busy executives on the run. The role of nutrition in people's lives has expanded and changed ...

RIT's nutrition management program, accredited by the American Dietetics Association (ADA), provides you with the knowledge and practical experience necessary to become a registered dietitian. Biology and chemistry courses expand your scientific knowledge by teaching you how food is used by the human body. You'll study business, information technology, and the liberal arts as well.

The program provides nine months (three quarters) of cooperative education—paid, professional work experience—in the nutrition field. The nutrition management program has specific course requirements necessary to meet the standards of the American Dietetic Association. Upon completion of the degree program and a required dietetic internship, students are eligible to take the National Registration Exam for Dietitians.

The program offers a challenging curriculum that prepares you for diverse professional opportunities. Possible career paths may be developed in private practice; community nutrition and public health; wellness; sports fitness programs; education and corporations; clinical dietetics, hospital or long-term-care food management facilities; research for clinical, educational, or food manufacturing operations; nutrition education; restaurant consulting; and writing.

What You'll Study

First and Second Years

- Service Management Careers in the Hospitality Industry
- Contemporary Nutrition
- Principles of Food Production
- Sanitation and Safety
- Orientation to Computers in Hospitality
- General Chemistry and Labs
- Organic Chemistry and Labs
- Biochemistry
- Algebra for Management Science
- Principles of Microeconomics
- Financial Accounting
- Microbiology
- Anatomy and Physiology I, II
- Food and Beverage Management
- Data Analysis
- Electives
- Wellness Education
- Cooperative Education
- First-year Enrichment

Third and Fourth Years

- Assessment of Service Quality
- Technology in Service Systems
- Human Resources Management
- Product Development
- Dietetic Environment
- Restaurant Operations
- Nutrition in Life Cycle
- Techniques of Dietetic Education
- Leadership Management and Service Culture
- Medical Nutrition Therapy I, II
- Community Nutrition
- Nutrition and Alternative Medicine
- Electives
- Liberal Arts
- Cooperative Education

Faculty

An Enthusiasm and Commitment to Teaching

Faculty at RIT are engaged. They are committed. They will facilitate and mentor your learning experience. RIT is a place where you enjoy interaction with faculty—not only in class or during office hours, but in the hallways after class, in the Wallace Library, and over coffee at Java Wally's. You get to know your professors and often build relationships that last a lifetime.

In RIT's fast-paced and stimulating academic environment, our faculty's approach to teaching makes us different. Our faculty place emphasis on using real-life business experience to give you perspectives on what it takes to be successful in the real world. Their teaching is grounded in reality and their roles in the hospitality and service management industry mean courses, assignments, and projects are timely and relevant. There are no graduate teaching assistants—you are taught by professionals who are interested in guiding tomorrow's leaders.

With a primary commitment to teaching and scholarship, faculty members in the School of Hospitality and Service Management use their global experiences and involvement as consultants, as restaurant owners, and as industry experts to create exciting learning opportunities for our students.



Barbra Cerio-Iocco, an associate professor and the didactic program director of nutrition management, is a registered

dietitian. Throughout her career, in positions with companies like Interstate United Corporation (a food contract company) and at organizations such as Hillside Children's Center, she has used her clinical nutrition skills as well as her food service knowledge to help the community become healthier. She brings this experience into the classroom to provide real examples of how a dietician can impact clients' lives. Cerio-Iocco is also an Eisenhart Outstanding Teaching Award recipient.



Carol Whitlock, a professor of food science and nutrition, is a registered dietitian and a certified dietitian

nutritionist. She counts among her principle interests teaching students product development, food chemistry, and nutrition, among other topics. She also does research and consulting in areas of food component interactions, consumer perceptions of food quality, and technology in the delivery of education and services.



Jon Horne, faculty member in the human resource concentration, teaches what he believes—that the best leaders,

managers, and organizations value and utilize contemporary human resource management practices. He teaches these ideas in courses such as Human Resource Management, Training, and Interviewing Skills.



Ed Steffens, assistant professor in service management, is a past chairperson of the Visitors Industry Council of Rochester.

He was also the program chair of the New York State Business Travel Association, president of the Upstate New York Meeting Professionals International, and presided over the formation of the first international local chapter of Meeting Professionals International (MPI), where he served on the International Board of Directors. Steffens teaches meeting management and has given many presentations on corporate travel, benchmarking, and exhibit management.



Liz Kmiecinski, an associate professor and director of the nutrition management program, teaches courses in

nutrition and food management. She uses her extensive experience from her time as a Registered Dietician in the food and healthcare industries to help shape her lectures and classes. Kmiecinski is active in consulting activities in areas of dietician education, clinical nutrition, and wellness.



David Crumb, an assistant professor of hotel management, is the adviser of the Eta Sigma Delta chapter at RIT

and the founder of the first student chapter of the American Hotel and Motel Association, which gives students an opportunity to network with other hospitality professionals in the area.



Special Enrichment Opportunities

Study Abroad

RIT's Study Abroad program enhances the understanding of other cultures. You may study full time in RIT-affiliated programs in more than 20 countries around the world. You can select to study courses in hospitality and service management, as well as liberal studies classes—all while gaining the experience of living and learning in a culture different from your own.

Hospitality and service management students have the option of studying abroad in the city of Dubrovnik, Republic of Croatia. The American College of Management and Technology is a branch campus of RIT that enrolls approximately 600 undergraduate students in hospitality and service management. Classes, taught in English, include subjects such as hotel and resort operations, service leadership, service quality assessment, global service standards, finance, and accounting, plus a variety of foreign languages and liberal arts and science courses. RIT students who wish to study in Dubrovnik can spend 10 weeks immersed in a different culture to gain a greater understanding of the challenges and opportunities of the international hospitality business and related service sector.

Honors Program

The RIT Honors Program is for students who have demonstrated outstanding academic performance. RIT may invite applicants to the School of Hospitality and Service Management to apply to the RIT Honors Program. The Honors Program gives you access to special courses, seminars, projects, and advising. You also may have the opportunity to work directly with faculty on applied and interdisciplinary research projects.

Professional Student Organizations

RIT's hospitality and service management students are active in student chapters of several national organizations. Opportunities to network, compete in national competitions, and meet your counterparts at other universities are just some of the benefits of joining these groups. In addition, you'll have the chance to attend major industry events, conventions, and trade shows, including the National Restaurant Association show in Chicago.

Graduate Degree Options

RIT's School of Hospitality and Service Management is one of a handful of schools that offer graduate degree programs. A master of science (MS) degree usually can be completed in one year of full-time study or in an executive-leader

Minors Available at RIT

Accounting	Human Resource Management
American Politics*	Imaging Science
Applied Imaging Systems	Industrial Environmental Management
Art History*	International Business
Astronomy	International Relations*
Business Administration	Journalism*
Communication*	Legal Studies*
Advertising and Public Relations	Literary and Cultural Studies*
Applied Communication	Management
Communication and Culture	Management Information Systems
Mass Media Communication	Marketing
Computer Science	Mathematics
Construction Management	Military Studies and Leadership
Creative Writing*	Music*
Criminal Justice*	Optical Science
Economics*	Packaging Science
Engineering:	Philosophy*
Chemical; Computer; Electrical; Engineering Management;	Physics
Industrial; Mechanical; Microelectronics and Nanofabrication	Political Science*
Entrepreneurship	Printing
Environmental Studies	Psychology*
Exercise Science	Public Policy*
Finance	Science, Technology and the Environment*
Foreign Languages:*	Science, Technology and Policy*
Arabic; Chinese; French; German; Italian; Japanese; Russian; Spanish	Science Writing *
Foreign Language/Culture:*	Service Management
Arabic; Chinese; German; Italian; Japanese; Russian; Spanish	Sociology/Anthropology*
History:*	Software Engineering
American; European; Modern World	Statistics
Historical Perspectives on Science and Technology*	Structural Design
	Sustainable Product Design
	Telecommunications
	Theatre Arts*
	Women's and Gender Studies*
	Writing Studies*

*Liberal arts minor

(summers only) format. All graduate programs feature core courses in service management and concentration courses that allow you the opportunity to tailor your program to meet your professional interests. Your professional concentration might include courses from computer science and information technology in RIT's B. Thomas Golisano College of Computing and Information Sciences, or from the MBA program in RIT's E. Philip Saunders College of Business.



Co-op and Experiential Education

Experienced Graduates with a High-quality Academic Background

At RIT, cutting-edge academic programs, outstanding faculty, and first-rate classroom and laboratory facilities provide you with a distinctive educational experience. But in today's world, that's not enough. 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. The School of Hospitality and Service Management provides you with a full range of experiential learning opportunities. For most students in the School of Hospitality and Service Management, cooperative education begins in the summer after freshman year. You will spend every summer working in the industry. Nutrition majors co-op in the summer as well.

Cooperative Education—Experience That Pays

Cooperative education (co-op) is the most extensive and intensive of RIT's experiential education experiences. Co-op is full-time, paid work experi-

ence directly related to your course of study and career interests. Four quarters (12 months) of co-op are required for students in the School of Hospitality and Service Management.

Co-op students work in nearly every different type of hospitality and service 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 created nutritional plans at a hospital, managed an event for a country club, or provided exemplary customer service to a hotel guest at a 4-star resort—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 professional 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. Students here have a rich resource rarely equaled, as RIT's extensive co-op network has been building for 95 years.

Co-op Employer Partners Include:

- Aramark Corp.
- Bausch & Lomb Inc.
- Bristol Harbour Resort
- Caesar's Tahoe
- Doubletree Hotels
- Embassy Suites
- Four Seasons Hotels and Resorts
- Grand Hotel (Morocco)
- Greater Rochester Visitors Association
- H.J. Heinz Co.
- Holiday Inn
- Hyatt Hotels and Resorts
- Intercontinental Hotels
- IIT Sheraton Hotels
- Kraft General Foods
- Luxor Hotel and Casino
- Marriott Marco Island
- Marriott Marquis Hotel
- MGM Grand
- Mirage Hotel and Casino
- Montauk Yacht Club
- Oak Hill Country Club
- Pier House Resort and Caribbean Spa
- Mark Raiser and Associates
- The Del Monte Lodge
- RIT Inn & Conference Center
- Rochester Athletic Club
- Rochester Riverside Convention Center
- Sands Hotel and Casino (Puerto Rico)
- Scottsdale Resort & Athletic Club
- T.G.I. Friday's Inc.
- University of Rochester Medical Center
- The Waldorf-Astoria
- Walt Disney World
- Wegmans Food Markets Inc.
- Xerox Corp.



Campus and Community

A Living and Learning Community

Among the nation's top universities, RIT is an exciting living and learning environment where students find an engaging and challenging academic setting, a strong commitment to undergraduate education, and a vibrant campus life. Students from all 50 states and more than 95 countries find the RIT campus, and Rochester, N.Y., full of life.

RIT's School of Hospitality and Service Management enables you to combine the benefits of a large technological university with the intimate, personalized attention of a small college. You will find your social circle includes friends from all majors and from many different cultures. Clubs and activities, sports, field trips, concerts, and cultural events all shape the social scene at RIT.

There are a number of opportunities you can take advantage of to foster lifelong friendships while building your academic portfolio.

Community Service

RIT students are active in community service. Students have performed community service for Habitat for Humanity and organized the annual Mud Tug to raise money for the Susan G. Komen Breast Cancer Foundation. The time you spend involved in clubs and organizations can help build relationships that last well after graduation.

Sports, Recreation, and Student Activities

The campus is alive with sports and recreation activities. RIT's men's and women's intercollegiate athletic teams have a history of excellence, and more than half of our undergraduate students participate in an intramural or club sport team each year.

In the 2006–07 season, our men's Division I hockey team won the conference regular season championship in its inaugural year of play in the Atlantic Hockey Association and in their second year as a Division I program.

The Gordon Field House and Activities Center is a state-of-the-art athletics and recreation facility featuring a spectacular fitness center, an indoor track, an aquatics center and multi-purpose gyms.

RIT is the only university in the country with an ESPN Sports Center desk where students can test their broadcasting skills while reporting on their favorite Tiger sports.

There are 175 student organizations and 29 Greek organizations on campus. You can join career-related clubs, such as the Hospitality Association or the Student Dietetic Association, or join a social or special interest club to keep up on a hobby or personal interest.

The City ...

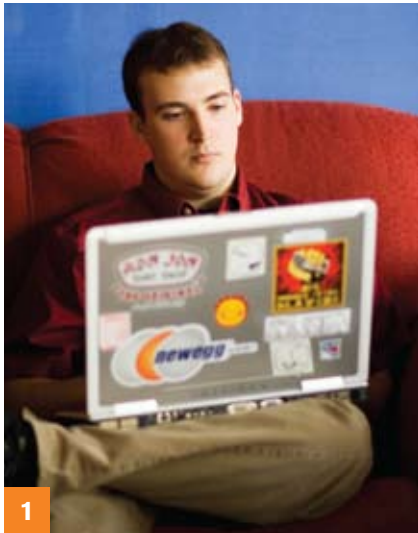
ROCHESTER is a true college town. Home to 11 colleges and universities, four of which are within five miles of the RIT campus, Rochester provides unsurpassed educational and cultural opportunities. The greater Rochester metropolitan area is ranked as one of America's top places to live, work, and play. The four-season climate, home to almost 1.5 million people, is perfect for seasonal activities like snow skiing, sailing, hiking, cycling, and kayaking. Rochester provides an incredible backdrop for higher education, career growth, high-tech start-ups, and arts and culture.

High-tech, communications, optics, research, and manufacturing companies, including many Fortune 500 companies, choose Rochester as their base of operations. The city has more than 4,000 exporting companies. Xerox Corporation, Eastman Kodak Company, Bausch & Lomb, Inc., Paychex, Inc., Frontier Corporation, and other national and international firms make Rochester a great place to learn about the world of business. In addition, these firms and other Rochester companies offer excellent co-op and permanent employment opportunities.

... and Beyond

ROCHESTER has plenty of dining and entertainment options. A significant range of art galleries, cinemas, theaters, comedy clubs, restaurants, concert halls, and nightclubs featuring live music and dancing are just minutes from campus. For nature lovers, parks, beaches, golf courses, mountains, gorges, lakes, and streams provide opportunities for outdoor recreation and sightseeing. The city is home to professional sports teams in baseball (Red Wings), ice hockey (Americans), soccer (Raging Rhinos), lacrosse (Knighthawks and Rattlers), and basketball (Razorsharks). Rochester's cultural assets include the Memorial Art Gallery, Rochester Philharmonic Orchestra, Rochester Museum and Science Center, Strasenburgh Planetarium, Geva Theatre, and the world-renowned photographic and motion picture collections at the George Eastman House.





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1 Java Wally's is a coffeehouse located inside Wallace Library. It's a place for the RIT community to gather, talk, connect, explore new ideas. Students can be found meeting for class projects, gathering to plan a club event, or just grabbing a coffee and snack after class. The coffeehouse is an inviting and comfortable place to be, where relaxation is encouraged. As on the rest of campus, Java Wally's offers wireless access.

2 RIT is an academically challenging environment. Students can combine more than 200 academic programs with 80 minors to create an academic program that prepares them for success. With co-op, you can begin to define your career objectives in school and hit the ground running as soon as you graduate.

3 The Eastman Kodak Quad is the center of academic activity on campus. Seven of RIT's colleges face the Quad's archway and staircase. "I think George Eastman (Kodak's founder) would be especially gratified by the international reputation for excellence that RIT has earned," said Daniel Carp, Eastman Kodak's chairman and CEO (and an RIT alum), at the Quad's dedication in 2002.

4 The Mud Tug, an annual fundraising event for the Susan G. Koman Breast Cancer Foundation, is just one example of the philanthropy of RIT's students. Each year, student clubs, fraternities, and sororities hold events to raise funds for a number of organizations and charities, including Habitat for Humanity, Tree of Angels, Multiple Sclerosis, and The Dystonia Medical Research Foundation, to name a few.

5 The RIT men's hockey team, in its inaugural year of play in the Atlantic Hockey Association and its second overall as a Division I program, clinched the conference regular season championship during the 2006-2007 season. The team led an impressive run with an overall record of 21-10-2.



Facilities

1 Henry's Restaurant

RIT's student-operated, on-campus restaurant is Henry's, named after Henry Lomb, founder of RIT's food administration program. Henry's menu is developed entirely by students in the hospitality program. The restaurant offers full-service lunches and is an excellent training environment for students learning restaurant management, menu planning and development, food distribution, staffing, and service.

2 New York Wine and Culinary Center

Through a strategic partnership with Wegmans Food Markets, Constellation Brands, and the New York Wine & Grape Foundation, RIT's School of Hospitality and Service Management played a lead

role in the creation of the New York Wine and Culinary Center. The center, located in nearby Canandaigua, N.Y., creates courses for workers employed in the food, wine, and hospitality industries, and also educates consumers about New York wines and foods. In addition, the center provides educational resources on nutrition and health, and features lecture, lab, training, and event space. The center's Culinary School features hands-on cooking stations for 24 students, a cooking theater/conference auditorium, and functional spaces.

3 4 RIT Inn and Conference Center

As a student in the School of Hospitality and Service Management, you will have unique opportunities to gain manage-

ment experience by participating in the operation of RIT-owned properties. The RIT Inn and Conference Center is a premier hotel and conference facility. Located just five miles from our main campus, the inn is a learning and living laboratory that provides our students with first-hand experience in hospitality and service management. The property features 135 guest rooms equipped for business and vacation travelers, a coffee shop, gift shop, indoor and outdoor pools, whirlpool, sauna, and exercise room. Petals restaurant, located within the inn, offers fine dining with a menu of traditional and international favorites. There are also 13 rooms that can accommodate up to 800 people for meetings, conferences, and banquets.

RIT at a Glance

FOUNDED IN 1829, Rochester Institute of Technology is a privately endowed, coeducational university with eight colleges emphasizing career education and experiential learning.

THE CAMPUS occupies 1,300 acres in suburban Rochester, the third-largest city in New York state.

THE RIT STUDENT BODY consists of approximately 11,650 full-time and 1,500 part-time undergraduate students, and 2,450 graduate students. Enrolled students represent all 50 states and more than 95 foreign 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 deaf and hard-of-hearing students who live, study and work with 14,200 hearing students on the RIT campus.

RIT ALUMNI number over 100,000 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 3,500 students in more than 5,200 co-op assignments with 1,900 employers across the United States and overseas.

COLLEGES AND SCHOOLS:

College of Applied Science and Technology (Engineering Technology, School of Hospitality and Service Management, Multidisciplinary Studies); E. Philip Saunders College of Business; B. Thomas Golisano College of Computing and Information Sciences; Kate Gleason College of Engineering; College of Imaging Arts and Sciences (School for American Crafts, School of Art, School of Design, School of Film and Animation, School of Photographic Arts and Sciences, School of Print Media); College of Liberal Arts; National Technical Institute for the Deaf; College of Science

DEGREES: RIT offers associate degree programs: AS, AOS, AAS; bachelor's degree

programs: bachelor of fine arts (BFA) and bachelor of science (BS); master's degree programs: 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). Doctoral (Ph.D.) programs are offered in color science, computing and information sciences, imaging science and microsystems engineering.

WALLACE LIBRARY is a multimedia center offering access to a vast array of resource materials. The library provides access to 180 electronic databases, more than 19,000 electronic journals, and more than 31,700 eBooks. Resource materials include 13,400-plus audio, film and video titles and more than 422,000 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 175 student organizations on campus.

ATHLETICS: At RIT, men's hockey, basketball, lacrosse, and women's volleyball and hockey are often ranked nationally. Many other RIT teams receive recognition in the Northeast.

Men's Teams—baseball, basketball, crew, cross country, Division I ice hockey, lacrosse, soccer, swimming, tennis, track and wrestling

Women's Teams—basketball, crew, cross country, ice hockey, 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; outdoor tennis courts; an all-weather track; and athletic fields.

EXPENSES: Full-time students living in an RIT residence hall have the following 2007–08 academic year expenses. We estimate that the typical student also spends an average of \$1,925 per year for books, transportation and personal expenses.

Charges	Academic Year (three quarters)	NTID*
Tuition	\$26,085	\$9,153
Room (double)	5,211	5,211
Board (standard plan)	3,843	3,843
Fees	396	669
Total	\$35,535	\$18,876

*Deaf and hard-of-hearing students who are U.S. citizens enrolled in any undergraduate program 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 (voice/TTY), or toll-free in the U.S. and Canada at (866) 644-6843 (voice/TTY).

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 will admit and hire men and women, veterans, people with disabilities and individuals of any race, creed, religion, color, national or ethnic origin, sexual orientation, age or marital status in compliance with all appropriate legislation.

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).



RIT 2007 Viewbooks are printed on a paper that has 25-percent postconsumer recycled fiber, which results in a total environmental savings of 36.11 trees; 104.25 pounds waterborne waste; 15,336 gallons wastewater flow; 1,697 pounds solid waste; 3,342 pounds net greenhouse gases and 25,574,588 BTUs. Printed using 100-percent nonpolluting, renewable wind power.

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