INNOVATE. INFLUENCE. INSPIRE.

WOMEN IN SAUNDERS COLLEGE OF BUSINESS
RIT’s Saunders College of Business is helping to meet the growing demand for women in the fields of accounting, finance, international business, management, management information systems, marketing, and new media marketing.

A Captivating, Connected University

Saunders College of Business

Why study business at RIT? Because Saunders College of Business combines the best features of a leading university—a challenging academic curriculum, state-of-the-art facilities and technology, and extensive after-class opportunities—with the benefits of a small college—an emphasis on undergraduate education; intimate, interactive classes; and personal attention from professors and staff members.

RIT has a well-deserved reputation for preparing its students for today’s dynamic job market, and the degree programs in Saunders College of Business are no exception. Over the past two years, 94 percent of our graduates have been employed or attending graduate school full time within six months of graduation. Our students have described it as a school-within-a-school with the benefits stemming from the Saunders community and access to the resources of a leading university. With an emphasis on leading people, innovation, and technology in a dynamic global environment, Saunders College gives you the foundation to build a successful career in business.

Business Majors

Accounting
Finance
International Business
Management
Management Information Systems
Marketing
New Media Marketing

Need Time to Explore?

If you are unsure about a career path, but know that you are interested in business, you may want to consider the Undeclared Business option. You’ll sample different courses and receive the guidance you need from advisers as you decide which program best meets your career aspirations.

You may find that your interests span one or more of our colleges. Our broadest and most flexible option, University Studies, allows you to spend up to a year exploring your academic and career interests.

Mila Le

Hometown: Vung Tau City, Vietnam
Major: New Media Marketing
Activities: Vice President, Delta Sigma Pi, professional business fraternity; Lowenthal Service Group; Women in Business; Vietnamese Student Association
Internships: L’Oreal, United Nations

Mila Le searched for colleges with co-op programs because she wanted work experience before graduating. Living in Vietnam, Le relied on U.S. school websites, since visits weren’t possible. RIT really stood out for her. She likes RIT because it represents such a mix of programs and people. Although very shy at first, Le pushed herself. “After joining Delta Sigma Pi, I had a chance to get more involved.” She advises students—especially international students—to “break out of your shell, go out and talk to people, grab whatever opportunities you have!”
Biz 1-2: Freshman Sequence

Designed to take ideas from business concept to commercialization, the freshman innovation sequence gives you a chance to understand what it takes to develop and implement winning solutions in today’s market. The two courses—Ideas and Business Planning and Technology-enabled Launch—are an integral component of the first-year curriculum. Students work in small teams to originate and test a business concept, create a business plan, and determine how to market their product.

Experiential Learning

All of the programs in Saunders College of Business require cooperative education, offering you opportunities to apply your knowledge in a paid, professional work setting and gain career-oriented experience and personal insight. These experiences give you a broad view of the opportunities available in your career and deepen your understanding of your academic studies. They are valuable tools that can set you apart from other graduates in the job market and develop a focus for graduate study—at RIT or elsewhere.

Entrepreneurship

Entrepreneurs are major drivers of economic growth. They combine original, imaginative ideas with creativity and a healthy dose of tenacity. They’re resourceful, inventive, and ambitious. At RIT, entrepreneurs’ ideas are transformed into reality by taking advantage of the following resources:

- Albert J. Simone Center for Student Innovation and Entrepreneurship
- Venture Creations
- Student Incubator
- RIT Business Incubator
- Tiger Tank Annual Student Competition
- RIT 48: Entrepreneurial Boot Camp
- Entrepreneurs Hall—a residential community devoted to entrepreneurship

Study Abroad

In RIT’s Study Abroad program you may choose to study for a summer, a semester, or a year in RIT-affiliated programs in exciting locations around the world. Select courses in your major or take classes that fulfill RIT’s general education requirements. You’ll gain the invaluable experience living and learning in a culture different from your own.

Kadre Roberts

Kadre Roberts came to RIT as an undeclared business major. After speaking with faculty, she soon found herself drawn to the excitement of management information systems, a program that combines her love of IT and computers with business. “I like that I get to learn skills like programming and database management, not just business theories,” she says of the major, which she put to the test as an innovation analyst co-op at Lowe’s Corporate Headquarters.

**Hometown:** Cincinnati, Ohio  
**Major:** Management Information Systems  
**Activities:** member, Lowenthal Service Group; member, Society of African American Business Students; Peer Adviser, RIT Higher Education Opportunity Program; mentor, Charlotte High School/RIT See Your Future Experience Program  
**Co-op Placement:** Lowe’s Corporate Headquarters
Honors Program

The Honors Program is for students demonstrating outstanding academic performance. Honors Program members have access to special courses, seminars, projects, and advising, and have the opportunity to work directly with faculty on applied and interdisciplinary research projects, participate in leadership endeavors, and contribute to the community through volunteer and service projects.

Minors

With more than 90 minors to choose from, you have the opportunity to develop a second area of expertise beyond your major, or you may decide to enhance a personal interest or hobby. Minors complement your academic program while broadening your knowledge and intellect.

Energetic, Connected, Caring Community

RIT is alive with energy and excitement. The diverse backgrounds of our students contribute to the quality of our campus life. RIT attracts students from around the world, creating a living-learning environment that is diverse, dynamic, energetic, and connected. With more than 300 student and 30 Greek organizations and clubs, there is plenty for you to do as you explore RIT’s student life. But it’s also a caring campus, as community service plays an integral role in student life. Students and faculty contribute to community service at a number of local agencies, such as Habitat for Humanity, AIDS Rochester, Big Brothers/Big Sisters, and CURE (Childhood Cancer Assoc.). RIT students provide more than 5,000 hours of community service annually.

A Wise Investment, An Outstanding Value

Current students tell us that RIT’s comprehensive financial aid program of merit scholarships, need-based grants, loans, and campus employment opportunities makes an investment in RIT an outstanding value. More than 77 percent of full-time undergraduate students received more than $285 million in financial aid this year. Merit scholarships include Presidential Scholarships ranging from $10,000 to $16,000 and Achievement Scholarships up to $10,000.

Ashley Carrington

Ashley Carrington isn’t afraid of challenges. She loves extreme sports, football (“Go Giants!”) and she jumped out of a plane at age 19. At RIT, she is the president of Student Government and had previously served as finance director. She played women’s varsity soccer, is on the dean’s list, and is learning sign language. "The beautiful thing about RIT is that it has this interesting way of allowing everyone to become who they want to be in their own special way," she says.

Hometown: Stony Point, New York
Major: Finance and Management Information Systems double major
Activities: 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

OUR NINE COLLEGES ATTRACT STUDENTS PURSUING CAREERS IN A WIDE RANGE OF DISCIPLINES AND WITH VARIED PERSONAL INTERESTS. AT RIT, YOU CAN COMBINE PROFESSIONAL AND PERSONAL PURSUITS TO CREATE AN ENGAGING UNDERGRADUATE EXPERIENCE.
At Saunders College, more than 85 percent of our faculty have significant business experience. Their perspective shapes their curriculum, and their assignments and projects originate from real business challenges.

Teachers, role models, mentors, and more

There’s no better way to learn about the business world than from those who have built careers in industry and want to share their insights with you. Like all RIT faculty, Saunders faculty are more than teachers; they are scholars, mentors, role models, and advisers. Enthusiastic, committed, and caring, they meet with students outside of class and provide guidance about career choices, co-op placements, graduate school, and research interests. Here is just a small sample of the role models you’ll find easy to emulate.

Adriana M. Bóveda-Lambie, assistant professor of marketing, left the corporate world to pursue her Ph.D. and teach. “I love helping students learn and learning from them. It is a two-way relationship that helps me enrich their knowledge as well as they enrich mine,” she says. “I get attached to my students and their success is very exciting. I really like the family feel we strive for at Saunders.” Currently her main interest is digital marketing and marketing to Hispanics in the U.S. She also does research in the co-creation/mass customization area.

Mithu Dey, an assistant professor of accounting, has extensive work experience in the industry. Dey has utilized her CPA in her auditor work with PricewaterhouseCoopers and as an accountant for ExxonMobil. This has given her unique insight into how business transactions are recorded and also how they are audited. Dey also conducts research on the impact of the Sarbanes-Oxley Act on the auditing industry.

Shal Khazanchi is an associate professor of management and a Zutes Faculty Fellow. She focuses her research interests in two areas: organizational fairness, and creativity and innovation. Her current research includes understanding processes underlying the production of creative ideas and products as well as creative judgments. Her research has been published or accepted in journals such as the Academy of Management Journal, Journal of Applied Psychology and Journal of Operations Management.

Manlu Liu is an assistant professor of management information systems and accounting. Her research interests include IT investment analysis, community-based open source, virtual team, Web services, and accounting information systems. Her research has been published or accepted in several scholarly journals, including the Journal of Global Information Management, Decision Support Systems, and the Journal of Systems and Software.

Joy Oguntebi, assistant professor of management, focuses her research interests on the exploration of organizational learning, knowledge management, and team effectiveness within global and virtual team settings, as well as trans-continental networks in emerging economies. She has presented her research at several national and international conferences. She shares this extensive knowledge in her management and international business courses.

Sandra Rothenberg is a professor of management and the director of the Saunders College Institute for Business Ethics. Her research focuses on corporate environmental strategy, corporate social responsibility, and environmental policy. She is currently a co-adviser of the Women in Business club.

Rong Yang, associate professor of accounting, always tries to show students the myriad opportunities for accounting majors and teach them how to take a leadership role in the field. “I think teaching is the most rewarding job in the world,” she says. Her research interests include the use of accounting information in capital markets, internal control quality, analyst forecast performance, and corporate restructuring events.
Visit Us

The best way to learn about RIT is to schedule a campus visit. You’ll have the opportunity to speak to students, meet faculty members, and sit in on a class. Visits may be arranged 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.

Helpful Web Addresses

RIT Admissions:
admissions.rit.edu

Financial Aid and Scholarships:
www.rit.edu/financialaid

NTID Admissions:
www.rit.edu/ntid/students

Online Application:
www.rit.edu/admissions