

R·I·T

**INNOVATE.
INFLUENCE.
INSPIRE.**



▲ **WOMEN IN**
SAUNDERS COLLEGE
OF BUSINESS

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 be inspired by.



Jacqueline R. Mozrall, Saunders College dean, spent more than 20 years in various faculty and administrative positions in the Kate Gleason College of Engineering at RIT. Her unique experience helps Saunders capitalize on its strengths in combining business and technology. She has a proven track record for growing programs, increasing women's enrollment, developing innovative curriculum, and building strong corporate relationships.



Molly McGowan, a lecturer of management and founder of RIT Leadership Institute & Community Service Center, teaches the Biz 1+2 program. She has 20 years of professional experience in leadership development and organization psychology. Her approach to teaching focuses on emotional intelligence, preparing students to successfully enter the workplace upon graduation.



Adriana M. Bóveda-Lambie, assistant professor of marketing, left the corporate world to pursue her Ph.D. and teach. "I get attached to my students and their success is very exciting," she says. "I really like the family feel we strive for at Saunders." Her main interest is digital marketing and marketing to Hispanics in the U.S., and she conducts research in the co-creation/mass customization area. She led a student team to win a global U.S. State Department social media challenge aimed at combating terrorism.



Joy Olabisi, 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.



Shal Khazanchi is the department chair for the management and international business department, associate professor of management, and a Zutes Faculty Fellow. She focuses her research interests in organizational fairness, and creativity and innovation. Her research includes understanding processes underlying the production of creative ideas and products as well as creative judgments.



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.



Manlu Liu is an associate professor of management information systems and accounting, and a Zutes Faculty Fellow. 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*.



Rong Yang, associate professor of accounting and a Zutes Faculty Fellow, 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.

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 three years, 94 percent of our graduates have been employed or attending graduate school full time within six months of graduation.** Our students have described Saunders 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 (with concentrations in entrepreneurship, leadership, and supply chain management)
Management Information Systems
Marketing
New Media Marketing
4+1 Accelerated MBA*

Over 30 percent of Saunders students opt to complement their major with a double major or minor. For a list of available minors, visit rit.edu/minors.

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 **Business Exploration** 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.

*Undergraduate business students may consider the 4+1 MBA program, an accelerated dual-degree program that allows students to complete both the BS and MBA degrees in five years.



Mila Le

Hometown: Vung Tau City, Vietnam
Major: New Media Marketing
Activities: President, Delta Sigma Pi, professional business fraternity; Lowenthal Service Group; Women in Business; Vietnamese Student Association
Internships: L'Oreal, United Nations, New York State Pollution Prevention Institute (NYSP2I), Wegmans Food Markets, athenahealth, RIT Office of Career Services and Cooperative Education

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!"

CHOOSING RIT PUTS YOU ON THE PATH TO SUCCESS. WE OFFER AN INCREDIBLE ARRAY OF ACADEMIC PROGRAMS AND EXPERIENTIAL LEARNING OPPORTUNITIES IN A DIVERSE, CONNECTED COMMUNITY THAT IS HOME TO TALENTED, AMBITIOUS, AND CREATIVE STUDENTS FROM AROUND THE WORLD.

AN ENRICHED ACADEMIC EXPERIENCE

The Freshman Experience: Biz 1+2

Incoming freshman students at Saunders are immersed in their business education from day one. Unlike other schools that focus on general electives, students in The Freshman Experience: Biz 1+2 jump-start their business education with a rigorous and comprehensive curriculum that provides an introduction to the fundamentals of business and serves as a valuable reference throughout their business degree program.

Experiential Learning

All Saunders College of Business students complete cooperative education, which offers 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.

Power Your Potential

Saunders hosts an annual women's conference, giving you access to nationally noted keynote speakers along with educational presentations and panel discussions on contemporary topics. Through personal stories, prominent businesswomen provide first-hand knowledge on challenges that women face in the business world and advice on how to become a more effective leader.

Women in Business

Women in Business (WIB) is dedicated to women in Saunders College of Business with the opportunity to advance their professional and personal development and join an encouraging community of aspiring and successful women. Through networking, educational events, and community service, WIB creates and strengthens skills in leadership, business, and relationship building.

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 Student Competition
- RIT 48: Entrepreneurial Boot Camp
- Entrepreneurs Hall—a residential community devoted to entrepreneurship
- Saunders Summer Startup
- The Construct Makerspace



Alicia Imel

Major: International Business; Minor: Finance
Hometown: Rochester, NY
Activities: Delta Sigma Phi, business fraternity
Co-op Placements: Operational Performance Intern, Southwest Airlines; Treasury Co-op, RIT Endowment Office

"I love traveling, meeting new people, learning new languages, and experiencing new cultures," says Alicia Imel. Her co-op at Southwest Airlines gave her the opportunity to learn how an international company operates around the world. Southwest Airlines, she says, "really encourages you to learn new skills and to collaborate with other people on other teams." Upon graduation, Imel secured a full-time position with the company as a market yield analyst, combining her interests in travel and finance.

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.

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.

Honors Program

The Honors Program is for students demonstrating outstanding academic performance. Members have access to special courses, seminars, projects, and advising. They have the opportunity to participate in leadership endeavors and to contribute to the community through volunteer and service projects. Business students join students from the Kate Gleason College of Engineering in a three-semester seminar series that explores product development in the global economy. Saunders College members are invited to participate in a spring trip to visit companies and meet RIT alumni.

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 \$300 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

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

Ashley Carrington isn't afraid of challenges. She loves extreme sports, and at age 19 she jumped out of a plane. At RIT, she served as president of Student Government. She played women's varsity soccer, made the dean's list, and studied 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. Upon graduation, Carrington turned her co-op into a full-time position as a business analyst for JPMorgan Chase.

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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

Saunders College of Business:
saunders.rit.edu

RIT Admissions:
admissions.rit.edu

Financial Aid and Scholarships:
rit.edu/financialaid

NTID Admissions:
rit.edu/ntid/students

Online Application:
rit.edu/admissions

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