



LEADERSHIP
EXPERIENCE
INNOVATION
CONNECTIONS
APPLIED LEARNING
TECHNOLOGY
UNLOCKED

Business + Technology Unlocked



With a vision to be the first choice for enterprising students and creative enterprises, Saunders College of Business attracts students who possess a curiosity and entrepreneurial spirit. Today, all modern organizations are infusing

technology to compete in our global economy, and we are preparing students to lead and manage in these technical and innovative organizations.

At Saunders, students come first. They get an edge through access to the vast resources in business, technology, and design that can only be found at Rochester Institute of Technology. Through RIT minors, double majors, and a wide array of experiential learning opportunities, business students regularly team with artists, designers, engineers, and computer scientists to address interdisciplinary challenges—giving Saunders graduates the ability to differentiate themselves, as experienced communicators and critical thinkers.

With strong corporate and entrepreneurial connections built through an established tradition of cooperative education, internships, and undergraduate research experiences, Saunders delivers an applied and relevant curriculum that prepares students to be ready upon graduation—whether that be to join a Fortune 500 company, connect with a start-up, or pursue a graduate degree. The opportunities are endless!

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



Association to Advance Collegiate Schools of Business International (AACSB) accredited

Saunders Mission

We elevate students to make immediate and enduring contributions to organizations and the world through career-oriented experiences and our teaching and research, which integrate business, technology, and design thinking.

experience | unlocked

- Create strong business and industry connections
- Real-world learning experiences in state-of-the-art, industry-inspired facilities
- 95% career outcomes rate

innovation | unlocked

- Top STEM university resources
- Highly-ranked technology-infused business programs
- Strong interdisciplinary innovation and entrepreneurship center

passions | unlocked

- Students create their own brand
- Programs customizable across all nine RIT colleges
- Global campuses and resources

connections | unlocked

- Dedicated and accessible advisors and faculty
- Low student-to-faculty ratio
- 25,000 Saunders business alumni globally

Rankings and Recognitions

Learn more at rit.edu/business/rankings



#1

in New York State,
College Factual, 2023

Management information systems program ranks #1 in New York State and #6 in the Middle Atlantic Regions.

#1

in online Executive MBA,
U.S. News & World Report, 2023

#9 overall in top online MBA programs in the nation.

Top 5

in New York State,
Poets & Quants, 2023

Top five, among the best undergraduate business programs in New York State, ranking #53 nationally, #31 for career outcomes.

#19

Eduniversal, 2022-23

Best Masters in Hospitality Management.

TIER ONE PROGRAM

Global MBA Rankings, CEO Magazine, 2023

The Online Executive MBA program is ranked #22. The On-Campus Executive MBA program is ranked #32 internationally.

95%

Career Outcomes Rate

Inclusive of undergraduate and graduate students, six months after graduation.

Select Saunders College Alumni

These select alumni are among the nearly 25,000 from Saunders and over 136,000 RIT alumni from all 50 states and over 100 nations.

Terrelle Carswell '99 (management information systems)

SVP - Information Security Executive; Business Information Security Officer (BISO)
Bank of America

Mark Doheny '98 (MBA)

COO
Transcat, Inc.

Sam Errigo '89 (business administration)

President & CEO
Konica Minolta, Inc.

Elizabeth Kiehner '22 (EMBA)

Chief Growth Officer
Nortal

Mark Laport '92 (hospitality and tourism management)

Co-Founder, President & CEO
Concord Hospitality Enterprises Co.

Scott Loretan '84 (hotel and resort management)

Global Operations VP
Sodexo

Josh Pagliaro '94 (management)

Partner
McKinsey & Company

James Salzano '87 (accounting)

CEO & President
Jones & Vining

Braden Smith '96 (finance)

CEO
Wintrust Private Client

Stacey Wronkowski '03 (management information systems)

VP, Digital Transformation
United Airlines



International Hospitality and Service Innovation

Integrating technology, services, and people to manage disruption and drive innovation for success.

“International Hospitality and Service Innovation is simply an amazing place with great people and resources! At the intersection of technology, people, and services, this unique and powerful combination of hospitality, tourism, leadership, human resources, and innovation puts you in a leading position to drive the next generation of business success.”



Edwin Torres, Ph.D.
*Associate Professor and
Department Chair*



MIS, Marketing, and Analytics

Exploring the impact of new technologies to advance business insights, agility, and customer experiences.

“There is an explosion of interest in big data and business intelligence, precisely where marketing and management information systems intersect. Employers seek our graduates who deliver unique skill sets to excel in this needed capacity. This is an amazing time to be in this area.”



Sean Hansen, MBA, Ph.D.
*Professor and
Department Chair*



Finance and Accounting

Preparing technology-savvy, perceptive financial decision-makers.



Finance and accounting professionals, especially those with recognized certifications such as the CPA and CFA, have great career opportunities in lucrative positions with very high-end potential in every industry. At RIT, Saunders finance and accounting students are prepared to obtain professional certifications while getting an edge in technology skills that employers seek. This leads to rewarding careers, with great pay, in positions that are in very heavy demand.”



Archana Jain, CPA, MBA, Ph.D.

Associate Professor and Department Chair



Management

Developing future leaders, entrepreneurs, and supply chain managers who use technology to innovate and drive global change.



Success in today’s business environment requires knowledge of technology, leadership skills, entrepreneurial thinking, and global awareness. By combining cutting-edge research, expertise, and an interdisciplinary curriculum, students are prepared to be innovative problem solvers and leaders in the fields of technology, innovation, and supply chain.”



Richard DeJordy, Ph.D.

Professor and Department Chair

TECHNOLOGY PASSPORT TO THE WORLD

As part of one of the largest technology universities, producing the third-most STEM degrees, Saunders College sits at the intersection of business and technology. An entrepreneurial culture puts business students side-by-side with artists, designers, engineers, and computer scientists as students connect inside and outside of the classroom across all nine RIT colleges.

A wealth of resources and research centers provide unlimited opportunities. New state-of-the-art facilities bring industry standards into the classroom. Four global campuses, over 600 study abroad options, and an international network of over 136,000 alumni, provide a gateway to global careers that put your passions to work to meet business needs with impact.

BACKED BY INDUSTRY

Industry advisory boards inject industry expertise and guidance from global companies to ensure the highest quality, relevant curricula employers are looking for. Advisors offer industry access, experience, mentorship, networking opportunities, capstone projects, co-op and career options.



PIONEERING TOOLS AND RESOURCES

A rich, enterprising culture at RIT delivers support to pursue innovative ideas:

- Albert J. Simone Center for Innovation & Entrepreneurship
- Access to top software such as VBA, R, Python, Tableau, MATLAB, SAS, SQL and Bloomberg Terminals
- Global Cybersecurity Institute
- RIT MAGIC Spell Studios
- The Construct makerspace for rapid prototyping
- Venture Creations incubator
- Saunders featured events bring the top business minds in the country from top brands
- Study abroad options available on every continent and at sea

FACILITIES

New state-of-the-art facilities offer collaborative pods, lecture and active learning environments that leverage technology and are industry-inspired.

- Dedicated Saunders Tech Support Team
- Gueldenpfennig Auditorium
- Hinkston Business Case Analysis Lab
- Holliday Events Center, a new hospitality venue, complete with wine collection
- LoboZZo Center for Executive Education
- Seamless Access Services for deaf and hard-of-hearing students
- Computer labs featuring the latest software used in the industry
- Sklarsky Center for Business Analytics
- New Student Hall for Exploration and Development (SHED) spotlighting students' creative collaboration



Linden Digital Marketing

Founder, Lindsay Connelly, BS/MBA

Starting the RIT Rock Climbing Team with good friend Brennah Rosenthal '13, Lindsay discovered the joy of leading and creating organizations that people love to be a part of. The +1MBA provided structure and skills to take that joy, and turn it into a company and dream career. Saunders alumni empower Linden Digital Marketing by hiring RIT students for co-op and full-time positions. Connelly shares, "RIT is unparalleled in its ability to give students real-world opportunities to apply what they learn in the classroom. As I grow my team, I can always trust RIT."

Tai Chi Bubble Tea

Zining (Kelvin) Chen '17 (advertising and public relations), MS '19 (TIME) applied Saunders College of Business courses immediately when starting Tai Chi Bubble Tea in 2015. Through his master's in entrepreneurship, he refined their business practices, helping him grow Tai Chi Bubble Tea across the United States. Chen founded Tai Chi Bubble Tea with classmates Owen Yijia Li '17 (finance) and Tian Tian '17 (advertising and public relations), MS '19 (TIME). Chen shares, "Our goal is to provide a place for people to connect with family and friends while enjoying the best bubble tea, healthy poke bowl, and tasty ramen."



Paid co-op experiences are a long-standing tradition for all undergraduate students at Saunders College.

Recent employers



J.P.Morgan



NORDSTROM



COOPERATIVE EDUCATION AND INTERNSHIPS

Traditions in cooperative education (co-op) and internships lay a solid **experiential learning** foundation in and outside classrooms—**best recognized by employers through a 95% Outcomes Rate.**

REAL-WORLD EXPERIENCE

Students gain experience outside the classroom during paid co-ops. One of the oldest and largest co-op programs in the world places more than

4,100 RIT students in more than 5,500 co-op assignments per year. Students have access to two annual career fairs and are supported by dedicated career services coordinators.

Co-ops are complemented by a commitment to applied teaching in the classroom and experiential learning options through: capstone projects, entrepreneurial experience, research, symposiums, research centers, study abroad, international exchange programs, student competitions, industry mentorships and advisory boards, 200+ student clubs, and four global campuses.

The 2023 Saunders College of Business 35,000-square-foot building expansion and renovation almost doubles Saunder's current footprint. The expansion delivers the latest state-of-the-art, industry-inspired business education facilities for years to come.



UNDERGRADUATE PROGRAMS

Bachelor of Science (BS)

- +1 BS/MBA
- Accounting, BS and BS/MS
- Business Exploration
- Finance
- Global Business Management
- Hospitality and Tourism Management
- Management Information Systems
- Marketing
- Supply Chain Management

BUSINESS MINORS

Available to all RIT students

- Accounting
- Beverage Management
- Business Administration
- Business Analytics
- Digital Business
- Entrepreneurship
- Finance
- Hospitality Management
- Human Resource Management
- International Business
- Management
- Management Information Systems
- Marketing
- Real Estate in Hospitality
- Sports, Events, and Entertainment Management
- Supply Chain Management

RIT

Saunders College of Business

RIT MINORS AND IMMERSIONS

Access over 100 undergraduate minors and immersions across nine colleges at RIT, including many nationally recognized programs such as:

- Advertising and Public Relations
- Computing Engineering
- Creative Writing
- Cybersecurity Risk Management
- Environmental Studies
- Ethics
- Game Design and Development
- Media Arts and Technology
- Mobile Design and Development
- Music and Technology
- Packaging Science
- Photography
- Public Policy
- Sustainable Product Development
- Theatre Arts
- Web Development
- Nine foreign languages, including American Sign Language

GRADUATE PROGRAMS

Business Administration (Ph.D.)

*Master of Business Administration (MBA) **

Executive MBA (EMBA)

- On-Campus & Online
- Custom Executive Programs

Master of Science (MS)

- Accounting and Analytics *
- Business Analytics *
- Finance *

*Global Supply Chain Management **

- Hospitality Business Management
- Organizational Leadership and Innovation *
- Technology Innovation Management and Entrepreneurship *

Advanced Certificates

- Accounting and Financial Analytics
- Technology Entrepreneurship

* **STEM-Designated**

Rochester Institute of Technology

4th

oldest and one of the largest co-op programs in the world

145,000

RIT alumni worldwide

19,772

student body, Fall 2022

4,440

degrees awarded in 2021-22

rit.edu/business

©2023 Rochester Institute of Technology.
All Rights Reserved. P2173-3/18-ASG
RIT is a trademark of Rochester Institute of Technology.

info@saunders.rit.edu
+1 585-475-7935
107 Lomb Memorial Drive
Rochester, NY 14623

RIT
Nondiscrimination
Statement
2023-08

