



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 integrates business, technology, and design thinking.

experience | unlocked

- Strong business and industry connections
- Real-world learning experiences
- 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 9 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



rit.edu/business

Rankings and Recognitions

Learn more at rit.edu/business-rankings



#2

in New York State,
College Factual 2022

Management information systems program ranks #2 in New York State and #5 in the Middle Atlantic Regions.

Top 5

in New York State,
U.S. News & World Report 2022

Top five program in New York State, ranking #75 nationally for Undergraduate Business Programs.

#9

in the nation
U.S. News & World Report 2022

Nationally, among Best Online MBA Programs.

#33

U.S. News & World Report 2022

Nationally, among MBA Specialties in Business Analytics in Best Graduate School Rankings.

#55

Poets&Quants 2022

Nationally, among Best Undergraduate Business Programs.

95%

Career Outcomes Rate

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

Select Saunders College Alumni

Nearly 25,000 Saunders alumni, 10% of whom are C-level. Over 136,000 RIT alumni from all 50 states and over 100 nations.

Anastasia Callahan '90 (hotel and resort management)
Vice President, Franchise Account Management
Marriott International

Robert Dandrea '81 (food service)
Chief Marketing Officer
Tracfone Wireless Inc.

Mark Doheny '98 (MBA)
Chief Financial Officer
Transcat, Inc.

Sandy Dominach '87 (finance); '95 (MBA)
Senior Vice President & Treasurer
Constellation Brands

Ondrej Frydrych '97 (MBA)
Chief Executive Officer
Home Credit China

Karen Goldman '78 (food service administration)
Vice President
Barclays Capital

Jim Gould MS '85 (accounting)
Founder and President
Alesco Advisors

Stephen Harrington '93 (business administration)
Chief Procurement Officer, Senior Vice President
Delaware North Companies Inc.

Betty Noonan '97 (MBA)
Chief Growth Officer
nVent

Aparna Ramesh MS '98 (finance)
Executive Vice President & CFO
Federal Agricultural Mortgage Corporation

View more alumni at rit.edu/business-alumni



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 of
International Hospitality and
Service Innovation



Programs: hospitality and tourism management (BS, MS), global food and beverage management (minor), sports and entertainment management (minor)



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
MIS, Marketing, & Analytics



Programs: management information systems and marketing (BS and minors); business analytics (MS and minor); digital business (minor).



Finance and Accounting

Preparing technology-savvy, perceptive financial decision-makers

Programs: accounting (BS, minor, accelerated BS/MS); finance (BS, minor, MS); accounting and analytics (MS).

“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
Interim Department Chair
Finance & Accounting



Management

Preparing students to be leaders, entrepreneurs, and supply chain managers who will 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.”

Stephen Luxmore, Ph.D.
Principal Lecturer and
Interim Department Chair
Management



Programs: global business management, supply chain management (BS, minor); entrepreneurship, human resources management, international business, management (minors); global supply chain management, technology innovation management and entrepreneurship (MS); master of business administration (MBA).

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.

Students and faculty have access to a wealth of resources and research centers providing unlimited opportunities. State-of-the-art facilities are continuously enhanced to 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 their industry expertise and guidance from global companies to ensure the highest quality, relevant curricula employers are looking for. The boards offer



industry access, experience, mentorship and networking opportunities; plus, 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
- 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, open to all RIT students and community members
- Study abroad options available on every continent and at sea

Facilities

State-of-the-art facilities offer active learning environments utilizing technology to prepare students for industry with access to top software such as VBA, R, Python, Tableau, MATLAB, SAS, SQL and Bloomberg Terminals.

- Dedicated Saunders Tech Support Team
- Industrial kitchen and food lab
- Loboizzo Center for Executive Education
- Phil Tyler Active Learning Classroom
- REDCOM Active Learning Collaboratory
- Seamless Access Services for deaf and hard-of-hearing students
- Several computer labs featuring latest software used in industry
- Sklarsky Center for Business Analytics



Lindsay Connelly,

BS/MBA graduate founder of Linden Digital Marketing

Starting the RIT Rock Climbing Team with good friend Brennah Rosenthal (RIT '13), Lindsay discovered the joy of leading and creating organizations that people love to be a part of. The accelerated 4+1 BS/MBA provided structure and skills to take that joy, and turn it into a company and dream career. Saunders alumni network continues to empower Linden Digital Marketing through talent acquisition and networking opportunities. 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 alumni—I know that they are prepared for real-world obstacles in any field."

Tai Chi Bubble Tea

Zining (Kelvin) Chen '17 (advertising and public relations), MS '19 (TIME) took several marketing courses at Saunders College of Business which he immediately applied when starting Tai Chi Bubble Tea in 2015. Through his master's in entrepreneurship, he refined their business practices, which helped him grow Tai Chi Bubble Tea to 14 stores 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."



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 4,500

RIT students in more than 6,200 co-op assignments. Students have access to two annual career fairs and are supported by dedicated career advisors.

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

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

Recent employers

ALSTOM

amazon



Epic

EY



IBM

Johnson & Johnson

J.P.Morgan

L3HARRIS™



Walt Disney World
RESORT

Wegmans

Saunders College of Business is adding more than **35,000 square feet**, almost doubling the building's current footprint. The \$20+ million expansion to Max Lowenthal Hall, home of RIT's Saunders College, will also include a renovation of existing spaces.



RIT | Saunders College of Business

UNDERGRADUATE PROGRAMS

Bachelor of Science (BS)

- 4+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 across the university

- Accounting
- Business Administration
- Business Analytics
- Digital Business
- Entrepreneurship
- Finance
- Global Food and Beverage Management
- Hospitality Management
- Human Resource Management
- International Business
- Management
- Management Information Systems
- Marketing
- Supply Chain Management
- Sports and Entertainment Management

RIT MINORS AND CONCENTRATIONS

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

- Advertising and Public Relations
- Computing Security
- Creative Writing
- Cybersecurity Risk Management
- Environmental Studies
- Ethics
- Game Design
- Hospitality Management
- Media Arts and Technology
- Mobile 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

*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
- Organization Leadership and Innovation **
- Technology Innovation Management and Entrepreneurship **

Advanced Certificates

- Accounting and Financial Analytics
- Technology Entrepreneurship

**** STEM-eligible**

Rochester Institute of Technology

3rd

largest STEM among private universities

136,000

RIT alumni worldwide

19,718

student body, Fall 2021

4,594

degrees awarded in 2020-21

rit.edu/business

©2022 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

2022-03