

R·I·T



SAUNDERS
COLLEGE OF **BUSINESS**

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A Message from the Dean



Saunders College of Business

Undergraduate students: 752

Graduate students: 314

Faculty: 53

Experiential learning: All students take one semester of co-op; study abroad and undergraduate research may be substituted

Outcomes Rate: 93%

Alumni: 18,000

Degrees offered: BS, MS, MBA, 4+1 MBA, Executive MBA

Accreditation: Association to Advance Collegiate Schools of Business (AACSB)

Rankings and Recognition:

- The management information systems program at Saunders ranked No. 10 nationally by *College Factual*, the data provider chosen for the *USA Today* College Guide 2017.
- *U.S. News* ranked Saunders No. 64 among undergraduate business colleges (2018 edition)
- Saunders College of Business named to *The Princeton Review's* "The Best 295 Business Schools" (2017 edition)
- *Bloomberg BusinessWeek*:
 - Best Undergraduate Business Schools by Specialty (2013)
 - Entrepreneurship ranked No. 21
 - Marketing ranked No. 26
 - Corporate strategy ranked No. 32
 - International business at No. 52
- Best Colleges Online ranked RIT's student incubator, the Simone Center for Student Innovation and Entrepreneurship, among the best in the nation.

Research highlights

Cyber security; corporate and social responsibility; digital and accessibility entrepreneurship; big data analytics; global internet marketing; international accounting and auditing; integration of technology, business, and design thinking; financial trading algorithms; IT in health care; social media.

The Saunders Advantage

RIT's Saunders College of Business provides you with an educational experience that employers value and one that prepares you to lead and successfully manage in a technical organization.

Positioned at the intersection of business and technology, Saunders students have access to resources you won't find elsewhere. RIT's unmatched array of programs in engineering, computing, technology, design, and the sciences enables you to couple your business education with other passions to effectively tackle a wide range of tomorrow's business challenges.

Our commitment to providing industry-ready experiences is reflected in new facilities enhancements that feature the latest classroom technology, software, and access to business databases. Our Sklarsky Center for Business Analytics features Bloomberg terminals and data analytics tools that allow students to access and analyze real-time data. Our REDCOM Active Learning Collaboratory, with significant audio-visual capabilities, supports experiential, team-based learning within the global business environment and economy.

At Saunders, you receive **personal attention** from our highly accessible faculty while you enjoy small class sizes and work on real-world business projects. Strong corporate partnerships are enhanced by one of the world's largest **cooperative education** programs. Through full-time, paid co-op placements you will gain valuable experience that positions you to be a sought-after candidate after graduation.

I encourage you to explore Saunders College and RIT's stimulating, enterprising environment.

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

Graduates In Demand

The Business Exploration Option

If you find your interests fall into the business realm, but are uncertain which major best fits your personal and professional objectives, the **business exploration option** in Saunders College is a great place to start. The option gives you up to a year and a half to declare a major. During this time, you will complete liberal arts and sciences courses as well as business core courses, which provide an understanding of all facets of business and serve as a foundation for advanced study in a specific area of interest. Advisers provide guidance throughout the program and assist you in selecting a major.

Customizable Undergraduate Portfolio

Adding a minor or double major adds a breadth of skills and capabilities to help you reach your career goals. More than 30 percent of undergraduates select a minor or double major in another program, whether in Saunders College or from one of RIT's eight other colleges across campus.

Foundation for Success

As part of one of the world's leading technological institutions, Saunders College of Business delivers the innovative education tomorrow's business leaders seek in developing and enhancing the qualities that lead to success.

RIT has the depth and breadth in science, technology, engineering, arts, and mathematics disciplines to give business graduates a competitive edge. Multi-disciplinary teams expose you to diverse ideas as you work with students from other majors to develop business concepts and entrepreneurial initiatives. This distinctive team approach leads to enterprising opportunities both inside and outside the classroom, preparing graduates to lead and manage in companies that are increasing their reliance on technology.

At Saunders College, you'll learn to become an effective leader with a solid foundation in the theories and practices of business. A core business curriculum with an emphasis on technology is integrated into each major, and liberal arts courses develop each student's aptitude in the social sciences and humanities. You will learn critical-thinking, decision-making, communication, teamwork, ethics, and global management skills.

All Saunders students gain hands-on experience from paid, full-time employment via the **RIT co-op program**. Strong corporate connections, built through a 100-year tradition of cooperative education, allow Saunders College students to apply their knowledge and gain the experience they need to be in demand and ready day one.

A **powerful minors program** enables you to complement your major and develop a secondary area of expertise. Overall, you can select from more than 90 different minors across RIT (see page 20). Many of our students pursue a double major or a minor, with over 30 percent opting to complement their major.

Found exclusively at Saunders, **The Freshman Experience: Biz 1+2** program allows students to jump-start their business education with rigorous and comprehensive curriculum that provides an introduction to the fundamentals of business through a project-based format, and serves as a valuable reference throughout their business degree program. Plus you'll have access to extensive entrepreneurial resources including the **Simone Center for Student Innovation and Entrepreneurship**, one of the leading student innovation centers in the country; **Venture Creations**, a business incubator where you can develop your own business ideas and launch a startup company; and **The Construct**, a rapid prototyping makerspace featuring 3D modeling.

Starting in fall 2019, RIT's hospitality and tourism management major will be moved under Saunders College. Students in this major participate in an immersive management experience at Henry's, a student-run, full-service, beverage-licensed restaurant located on campus and open to the public.

Combine all of this and you'll find yourself in demand when you graduate, as the outcomes rate for Saunders College graduates the last three years has averaged 96%.

Accounting

saunders.rit.edu/accounting

Leading the Way in Accounting Information Systems and Technology

The accounting major prepares students for the Certified Public Accountant (CPA) exam, other professional certifications, as well as a wide variety of careers in which effective allocation, management, and control of financial resources are key. Careers may include positions with CPA firms, corporate accounting, IT and internal auditing, not-for-profit, or government organizations, among many others. Accounting students learn about the CPA firm recruiting process and are encouraged to join the Next Generation of Accountants club, which hosts guest speakers and hands-on workshops in emerging areas of accounting. An applied focus prepares students for a variety of career paths and leadership positions with an understanding of technologies and innovation.

Course work focuses on more than the complex details of preparing financial statements and other accounting and tax reports. You will gain a complete understanding of how accounting information helps companies achieve their objectives. Course work integrates information systems and other technological aspects of accounting to ensure students are able to understand and apply established and emerging technologies in practice.

Accounting majors complete one semester of cooperative education, working in industry to gain valuable experience before they graduate. Our students have held co-ops with all of the Big 4 public accounting firms as well as regional firms; private and public corporations; federal

and state government agencies; and public service organizations. Accounting majors also benefit from the input of and access to accounting leaders and alumni who make up the Saunders Accounting Advisory Board.

To meet your career aspirations, you can tailor your accounting degree with a variety of minors. A minor in management information systems, for example, provides you with cutting-edge information technology skills that qualify you for careers in information systems auditing. Students interested in forensic accounting often opt to double major in criminal justice.

Many of our students continue their education with either an MBA or MS in accounting, both of which satisfy the educational requirements necessary for CPA licensure.

The accounting major also helps prepare students for additional certifications such as the Certified Management Accountant (CMA), Certified Fraud Examiner (CFE), and the Certified Internal Auditor (CIA).

Accelerated dual degrees (BS/MS)

Saunders College now offers a unique accelerated BS/MS accounting program, designed to qualify students for the CPA exam in New York state and includes a full-time, semester-long paid accounting internship. Upon acceptance, well-qualified undergraduate students can begin graduate study before completing their BS degree, ultimately shortening the time it takes to earn both degrees.



what you'll study

FIRST AND SECOND YEARS

Business 1: Ideas and Business Planning
Business 2: Business Planning and Professional Development
Financial and Management Accounting
Information Systems and Technology
Computer-based Analysis
First Year Writing
Year One: College Experience
Global Business Environment
Introduction to Statistics I, II
Applied Calculus
Principles of Microeconomics
Principles of Macroeconomics
Accounting Profession
Personal and Small Business Taxation
Intermediate Financial Accounting I, II
Financial Management
General Education—
Liberal Arts and Sciences
Wellness Education

THIRD AND FOURTH YEARS

Accounting Information Systems
Communication
Principles of Marketing
Organizational Behavior
Business Law I
Cost Accounting
Auditing
Business Ethics and Corporate Social Responsibility
General Education—
Liberal Arts and Sciences
Free Electives
Operations Management
Strategic Management
Cooperative Education



Finance

saunders.rit.edu/finance

what you'll study

FIRST AND SECOND YEARS

Business 1: Ideas and Business Planning
Business 2: Business Planning and Professional Development
First Year Writing
Year One: College Experience
Information Systems and Technology
Computer-based Analysis
Financial and Management Accounting
Global Business Environment
Principles of Microeconomics
Principles of Macroeconomics
Introduction to Statistics I, II
Applied Calculus
Careers in Business
Financial Management
Financial Management II
Intermediate Investments
General Education—
Liberal Arts and Sciences
Wellness Education

THIRD AND FOURTH YEARS

Communication
Organizational Behavior
Principles of Marketing
Financial Analysis and Modeling
Finance in a Global Environment
Finance Electives
Free Electives
Operations Management
Strategic Management
Business Ethics and Corporate Social Responsibility
General Education—
Liberal Arts and Sciences
Cooperative Education

The World's Financial Markets are Globally Integrated

The finance major focuses on analytical and technological skills used to gather data and evaluate all types of financial business decisions, especially the analysis of investment projects and capital outlays, as well as treasury management. Finance students prepare for valuable certifications in their fields, such as Chartered Financial Analyst (CFA), and have the opportunity to manage a live portfolio of over \$110,000 as a member of the Financial Management Association.

Course work covers traditional financial management topics as well as emerging trends in the field. You will study cash flow, asset and risk management, capital markets, portfolio theory, international finance, forecasting, and budgeting. Finance courses provide you with managerial and technical skills and knowledge while general education courses ensure that you graduate with an in-depth understanding of society with which to make fully informed economic and financial decisions. A cross-functional business core, along with opportunities for minors and study abroad, prepare you with the broad skills to position yourself for career success.

Students have access to enhanced facilities to encourage applied learning and teamwork. The new Sklarsky Center for Business Analytics features a state-of-the-art workspace equipped with Bloomberg Financial Technology for financial and data analytics. Saunders virtual lab, active learning collaboratory,

and two computer labs provide you the essential financial tools and software, including SPSS predictive analytics software and Wharton Research Data Services, among others.

In classes, you will learn from faculty members who have significant industry experience. They bring today's finance issues directly into the classroom by using current examples to illustrate key business concepts. Finance majors also benefit from the input of and access to finance leaders and alumni who make up the Finance Advisory Board. RIT alumni are financial analysts, credit analysts, controllers, loan officers, brokers, portfolio managers, financial planners, security traders, and more. They work for—and some lead—large and small investment companies, banks, insurance companies, nonprofit organizations, and a host of global corporations.

A bachelor's degree in finance also is a great prelude to graduate study in business, law, education, and many other professions.

Hospitality and Service Management

saunders.rit.edu/hospitality



Immerse Yourself in the Dynamic, Multibillion-Dollar Hospitality and Tourism Industry

The hospitality and tourism management major prepares you for success in any segment of the industry you choose to pursue a career in, such as lodging, hotels, restaurants, casinos, cruise line operations, resorts and spas, and event management. You'll gain the knowledge and competencies needed to successfully manage a restaurant, hotel, or your own hospitality or tourism business anywhere in the world.

The major will help you develop the essential core competencies—operations analysis, project management, food safety, traditional and digital marketing, facilities management, strategic planning, information systems, real estate, and human resource management—that you'll need to be successful in hospitality and tourism operations. You will learn, for example, how to motivate and lead employees, how to design and deliver services that enhance customer satisfaction and loyalty, and how to manage a diverse workforce made up of different cultures in a variety of global settings. A three-to-five-course sequence chosen from disciplines across RIT's nine colleges broadens your knowledge and expands your expertise. A minor or immersion, electives, and liberal arts and science courses round out your studies.

Among the biggest evolutions in the hospitality field is the impact of technology and data analytics on the guest experience, food service and delivery, and more. From apps that help plan and manage vacation experiences to wearables that unlock guest room doors to online check-in and food ordering, today's hospitality professionals must know how the latest technologies elevate the guest experience. There's no better place to study technology and innovation than at RIT. Here, you'll study hospitality alongside students majoring in computing, information sciences, engineering, business, entrepreneurship, and more. This powerful experience can help inform your senior capstone project, where you'll tackle a hospitality industry problem and propose an innovative solution.

The hospitality and tourism major requires 1,200 hours of cooperative education. This full-time, paid work experience can occur in a wide range of settings, including theme parks, hotels and resorts, restaurants, spas, cruise lines, and more. Co-op offers you distinct and diverse opportunities to apply your classroom education while you gain valuable, hands-on experience within the hospitality field.

what you'll study

FIRST AND SECOND YEARS

Hospitality and Tourism Management Fundamentals
Principles of Food Production
Contemporary Nutrition
General Organic Biochemistry
Lodging Operations Management
Principles of Microeconomics
Principles of Macroeconomics
HTM Marketing, Sales and Public Relations
Food and Beverage Management
Service Management and Quality Assurance
Financial Accounting
Introduction to Statistics
Industrial and Organizational Psychology
Ethics Course
Introduction to Psychology
Algebra
First Year Writing
Year One: College Experience
General Education—Liberal Arts and Sciences
Wellness Education
Cooperative Education

THIRD AND FOURTH YEARS

Human Resource Management
Risk Assessment and Hospitality and Tourism
Management Law
Food and Beverage Operations
Strategic Financial Analysis
Event and Project Management
Strategic Planning and Decision Making
HTM Information
Systems and Analytics
HTM Electives
Free Electives
Senior Capstone
General Education—Liberal Arts and Sciences
Cooperative Education



International Business

saunders.rit.edu/IB

what you'll study

FIRST AND SECOND YEARS

Business 1: Ideas and Business Planning
Business 2: Business Planning and Professional Development
Computer-based Analysis
Principles of Microeconomics
Principles of Macroeconomics
Careers in Business
Communication
Global Business Environment
Principles of Marketing
Applied Calculus
Introduction to Statistics I, II
Information Systems and Technology
Financial and Management Accounting
Financial Management
Organizational Behavior
Foreign Language
Elective
First Year Writing
General Education—
Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS

Global Entry and Competition Strategies
Exporting and Global Sourcing
International Business Electives
Co-major Courses or Business Minor
Operations Management
Strategic Management
Business Ethics and Corporate Social Responsibility
Free Electives
General Education—
Liberal Arts and Sciences
Cooperative Education

Traveling the World to Gain Critical Perspective

Businesses face competitors from around the globe, every day. Even competing at home requires knowledgeable managers—people who understand international markets and can leverage resources globally. International business knowledge and experience is often the key to win a competition.

In addition to international business studies, our international business majors choose a co-major or a minor in accounting, entrepreneurship, finance, management, management information systems, marketing, or new media marketing. In this sense, our international business program provides you with a solid, profound business background. This combination assures you a concrete foundation in business with a sound understanding of the significance of cultural and geographic influences on global as well as local commerce.

You will study a foreign language and choose several courses outside the business college to enhance your international competencies. To meet the international component of their cooperative education experience, many students study abroad, solidifying their understanding of a foreign language and culture. RIT's global campuses in China, Croatia, Dubai, and Kosovo, and options through the RIT Study Abroad office, allow you to seamlessly pursue your education on any continent and even at sea. Take the opportunity

to participate in a unique cultural experience, the **USA-Croatia Global Exchange**. Join a cohort of students from RIT and the RIT Croatia campus and spend a semester studying in both the USA and Croatia. You'll earn credits toward your degree while experiencing European cultures.

Upon graduation, you'll be ready to step into numerous roles in international business, including positions such as international product manager, export/import manager, international financial analyst, sales representative, or regional analyst.

RIT has a diverse culture all its own, one that can greatly expand your cultural horizons. You'll study with classmates from around the world. Students come to RIT from all 50 states and there are nearly 2,700 international students hailing from more than 100 countries.

Our professors have lived and worked abroad. This cultural and ethnic diversity provides a rich environment for international study and promotes relationships that will help you develop an international outlook. Additionally, dedicated advisers in our careers, co-op, and study abroad offices help students who want to bolster their international business education at international RIT campuses or other universities and apply their expertise in companies around the globe.

Management

saunders.rit.edu/management

High-Performance Leaders for Successful Organizations



RIT's management major provides a comprehensive curriculum that develops smart, effective business leaders. The first two years of study focus on increasing your knowledge of core business functions and the interrelationships among them.

Upper-level management courses increase the skills and knowledge needed to make well-informed executive decisions. Courses such as leadership and managerial skills focus on interpersonal skills and behaviors, while courses such as project management and human resource management concentrate on developing your technical competencies.

Social and ethical responsibility is stressed in much of the course work. Many courses provide the opportunity to work with other students in team-building exercises, group projects, and formal presentations—skills you'll need in the workplace. Required general education courses

enhance your understanding of the world and develop the critical thinking and communication skills essential to lasting managerial success.

All students participate in one semester of cooperative education experience, allowing you to practice and expand your skills in real-world situations before you graduate. Students have had co-op positions in purchasing, operations, customer service, inventory control, and human resources management. Co-op positions are found in large corporations and small family-owned businesses. Each provides an opportunity to earn a salary and gain valuable job-related experience while in school—making you valuable and in demand once you graduate.

Management students can choose between three specialized tracks in **entrepreneurship, leadership, and supply chain management.**

what you'll study

FIRST AND SECOND YEARS

Business 1: Ideas and Business Planning
Business 2: Business Planning and Professional Development
Computer-based Analysis
Principles of Microeconomics
Principles of Macroeconomics
Careers in Business
Communication
Global Business Environment
Principles of Marketing
Applied Calculus
Information Systems and Technology
Introduction to Statistics I, II
Financial and Management Accounting
Financial Management
Organizational Behavior
Elective
First Year Writing
General Education—
Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS

Business Ethics and Corporate Social Responsibility
Leadership in Organizations
Managerial Skills
Management Track Courses
Operations Management
Strategic Management
Design Thinking and Concept Development
Project Management
Free Electives
General Education—
Liberal Arts and Sciences
Cooperative Education

Linh “Rosalie” Phan

Major: Management Information Systems and Economics (double major)

Hometown: Vung Tau, Vietnam

Activities: Honors program; RIT Student Ambassador; member, Beta Gamma Sigma Honor Society; Orientation Supervisor, RIT New Student Orientation; Year One Peer Adviser

Co-op Placements: Technical Project Manager, Oracle; Advanced Analytics Intern, BlueCross BlueShield of Western New York; Information Technology Intern, Global Client Services, Bendix Commercial Vehicle Systems; Ernst and Young

Awards: 2017 Outstanding Undergraduate Scholar

Study Abroad: University of Westminster, London, England

When Linh “Rosalie” Phan began to explore management information systems, she found an exciting major that offered a wide range of career opportunities. “The more I studied and took classes, the more I realized I loved the combination the MIS program offers between technology and business,” she said. “I’ve been really lucky to get some really great co-ops that have helped me explore the field even further.”

It was the co-op program that initially drew Phan to RIT and Saunders. With a range of co-ops at a variety of organizations, Phan has gained experience within a diverse set of corporate cultures. “Each co-op has been its own experience and each has had its own aspects, but it has been helpful to see that the exact tools I am using in the classroom are the same ones I used on my co-ops,” she said. Phan’s co-ops were also pivotal in inspiring her to stretch professionally. “I learned on my co-ops to push myself beyond my comfort zone, to present my ideas, and be creative in my approach to projects.”

Phan has found the Saunders College community to be very encouraging of her career goals. “My academic adviser is very supportive. My professors are interested in talking to me beyond what we’re doing in classes,” she said. “The faculty and staff really take students into consideration and really care about our success.”



Management Information Systems

saunders.rit.edu/mis

Delivering Business Analytics and Technology Solutions



In a world with growing volumes of Big Data, management information systems majors explore ways to leverage information technology for a competitive edge. Course work exposes you to a range of state-of-the-art computing, networking, and information processing systems. In the capstone course, students solve real-world problems by working in teams to interview business professionals, formalize technology recommendations, and build working information systems.

You will analyze existing business processes and learn to utilize digital technologies to improve and/or design new models. You will learn the fundamentals of computer programming; develop skills in analyzing, designing, and testing various computer information systems; and discover how database management systems address the complex data and information needs of organizations.

Saunders students have access to enhanced facilities for applied learning and teamwork. The new Sklarsky Center for Business Analytics features a state-of-the-art workspace equipped with Bloomberg Technology for financial and data analytics. Saunders virtual lab, active learning col-laboratory, and two computer labs provide the essential analytics tools and software, including Tableau, SAP, SPSS predictive analytics software, Wharton Research Data Services, among others.

Elective courses, in topics as diverse as business intelligence, database systems development, web applications, and enterprise systems, provide you with in-depth knowledge in a particular area of MIS.

As all businesses become technology and data-centric, MIS skills are in demand and are commanding top salaries. Students are prepared for careers involving leading-edge enterprise technologies and the analysis, design, and management of computer-based information systems. The curriculum provides students with the systems thinking skills to solve real-world business problems while integrating the latest digital technologies into their solutions.

MIS graduates enjoy diverse career paths in areas such as data, business and systems analysis, management and information technology consulting, enterprise systems analysis, database application development and administration, network design and administration, web systems development, and information technology project management.

what you'll study

FIRST AND SECOND YEARS

Business 1: Ideas and Business Planning
Business 2: Business Planning and Professional Development
Computer-based Analysis
Principles of Microeconomics
Principles of Macroeconomics
Careers in Business
Communication
Principles of Marketing
Applied Calculus
Information Systems and Technology
Introduction to Statistics I, II
Financial Accounting
Organizational Behavior
MIS Electives
Management Accounting
Database Management Systems
System Analysis and Design
First Year Writing
General Education—
Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS

Developing Business Applications
MIS Electives
MIS Capstone
Global Business Environment
Financial Management
Operations Management
Strategic Management
Business Ethics and Corporate Social Responsibility
Free Electives
General Education—
Liberal Arts and Sciences
Cooperative Education



Catherine Kaucic

Major: Marketing; **Minors:** Advertising and Public Relations, Digital Business

Hometown: Niskayuna, NY

Activities: Women in Business, National Society for Collegiate Scholars, Beta Gamma Sigma (business honors society), Alpha Sigma Lambda (leadership honors society)

Co-op Placements: Marketing Intern, TDn2K: Transforming Data into Knowledge; Social Media Coordinator, Ten for 10|Water for Africa; Merchandising Co-op, TJX

Catherine Kaucic's advice for incoming students: Go full force. "You have so many opportunities to try something new. Every class you attend, every thing you do, you're changing something about yourself and you're growing. You get out of college what you put into it. RIT is the perfect place for this."

Kaucic knew when she chose to attend RIT that she would have academic opportunities no other college could provide. "I knew that incorporating marketing with technology was going to provide me with an education that was totally different than any other college," she said. This balance also helped her secure co-op positions that have helped her find her career purpose. During a conference, when a presenter talked about making an impact in your life, Kaucic realized she wanted to make a difference. With a mix of corporate, education, and not-for-profit co-ops, Kaucic is getting a balanced view of the work world and learning where she can have the biggest impact. "I want to be influential. I want to make an impact on someone else's life when I leave RIT."

Marketing

saunders.rit.edu/marketing

Increasing the Business Impact of Marketing with Technology

Successful companies have always been market driven. Today, consumers have more choices than ever before, and their preferences are increasingly intense, short-lived, and unpredictable. It's a challenging time to be a marketing professional. What do consumers want? What are their buying patterns? How can marketing professionals drive sales and meet consumers' expectations?

Understanding the market and the competition is crucial to the success of a product or service. Understanding how changes occurring in the world relate to your business is equally important.

Technical specialties at RIT place Saunders students at the cutting edge of digital marketing as businesses become more reliant on online tools and data analytics to leverage large amounts of consumer and product data. Each student's power of observation is heightened, and technical and communication skills are sharpened through projects and assignments.

To prepare you for a challenging and exciting career in marketing, RIT offers a curriculum that provides a broad understanding of business, human motivation, and technology. Learn to create and implement strategies in product development, pricing, communication, and distribution. Internet marketing and marketing analytics represent new focal areas that address contemporary business needs and create career opportunities for our students. The major culminates in Marketing Strategy, a capstone experience where you will work on real business problems for local or national organizations.

Students' choice of co-op also provides an opportunity for applied education. Students have designed and modified sales promotion materials and have gathered and interpreted market survey information about new products. Some have traveled as sales representatives for Fortune 1000 companies or coordinated direct-mail campaigns for advertising agencies.



what you'll study

FIRST AND SECOND YEARS

Business 1: Ideas and Business Planning
Business 2: Business Planning and Professional Development
Computer-based Analysis
Principles of Microeconomics
Principles of Macroeconomics
Careers in Business
Communication
Global Business Environment
Principles of Marketing
Applied Calculus
Information Systems and Technology
Introduction to Statistics I, II
Financial and Management Accounting
Organizational Behavior
Marketing Elective
Elective
First Year Writing
General Education—
Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS

Financial Management
Internet Marketing
Marketing Strategy
Marketing Analytics
Operations Management
Strategic Management
Consumer Behavior
Business Ethics and Corporate Social Responsibility
Free Electives
General Education—
Liberal Arts and Sciences
Cooperative Education

New Media Marketing

saunders.rit.edu/NMM

what you'll study

FIRST AND SECOND YEARS

Business 1: Ideas and Business Planning
Business 2: Business Planning and Professional Development
Computer-based Analysis
Principles of Microeconomics
Principles of Macroeconomics
Careers in Business
Communication
Global Business Environment
Principles of Marketing
Applied Calculus
Information Systems and Technology
Introduction to Statistics I, II
Financial and Management Accounting
Organizational Behavior
Marketing Elective
Elective
First Year Writing
General Education—
Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS

Financial Management
Internet Marketing
Social Media Marketing
Search Engine Marketing & Analytics
Marketing Analytics
Operations Management
Strategic Management
Business Ethics and Corporate Social Responsibility
Free Electives
General Education—
Liberal Arts and Sciences
Cooperative Education

Technology Changes the Way We Communicate



New media marketing focuses on the development of strategies and practices to help organizations better reach and engage online audiences. It prepares you for the constantly changing world of internet marketing and puts you at the forefront for finding new ways companies can engage and interact with their audiences. This unique major examines areas such as web design, content generation, social media, and search engine marketing through the study of analytics, visualization, copywriting, strategy, planning, and execution.

A core business curriculum is combined with courses such as Internet Marketing, Search Engine Marketing and Analytics, and Social Media Marketing. The major is designed to help students become experts in the field of interactive marketing. With unparalleled facilities, equipment, and technology, as well as world-renowned faculty members, you will develop an

understanding of marketing theory and interactive strategies for effective online marketing. With RIT specialties in computer sciences, graphic arts, and management information systems, you are exposed to a powerful combination of tools that are not found elsewhere. As a new media marketing major, you have the option to choose a minor or concentration.

All students get one semester of cooperative education experience, providing you with unbeatable professional work experience in the field of new media marketing. A co-op position provides opportunities to learn by doing; you will solve actual business problems for real companies through planning, research, consulting, and special projects. In addition, you make important professional contacts and learn to network with professionals in your field, all while earning a significant income that can help pay for college expenses.

Supply Chain Management

saunders.rit.edu/SCM



Manage the Flow of Goods and Resources Around the World

Today, many companies and organizations are involved in making products readily available so consumers, producers, and manufacturers can have them when and where they want them, and at a competitive price. Coordinating and managing all of the organizations and suppliers involved in activities that move products at the right time, to the right place, in the correct quantities, and at the quality specified is the goal of supply chain management.

Supply chain management is designed to address a vital and growing need. The major focuses on providing students with the knowledge to assist in developing and implementing efficient global supplier systems in order to maximize customer value. Supply chain management coordinates the interrelated processes required both within a business and

with business partners, including suppliers, to deliver products and services. Students gain a background in the areas commonly needed to support supply chain management roles, such as business strategy, information systems, lean/quality management, customer service, purchasing, negotiations, contracts, forecasting, inventory management, logistics, and project management.

Besides business operations, supply chain management plays a critical role in medical missions, disaster relief operations, and other types of service industries. These activities touch almost every business function, including product development, sourcing, marketing, global issues, logistics/distribution, operations management, information systems, and finance.



what you'll study

FIRST AND SECOND YEARS

Business 1: Ideas and Planning
Business 2: Business Planning and Professional Development
Computer-based Analysis
Information Systems and Technology
Principles of Microeconomics
Principles of Macroeconomics
Financial Accounting
Applied Calculus
Management Accounting
Corporate Finance
Database Management Systems
Organizational Behavior
Introduction to Statistics I, II
Global Business Environment
Communication
Principles of Marketing
Careers in Business
First Year Writing
General Education—
Liberal Arts and Sciences
Year One: College Experience
Wellness Education

THIRD AND FOURTH YEARS

Operations Management
Enterprise Systems
Supply Chain Management Fundamentals
Fundamentals of Lean Six Sigma
Managing Supplier Relations
Strategic Management
Senior Design I, II
Business Ethics and Corporate Social Responsibility
Free Electives
Cooperative Education
General Education—
Liberal Arts and Sciences

Engaging, Experienced Faculty

Saunders Community

Our students describe Saunders College of Business as a close and personal community with access to the resources available only at a large technological university.

The Saunders community includes more than 50 faculty, with approximately 750 undergraduate and 310 graduate students in Rochester, and over 1,950 students across all global campuses. Undergraduate class sizes range from 40 students in core business courses to as few as 15 in upper-level courses. This provides students with a high degree of personal attention, where faculty get to know their students personally.

Our students are serious about academics and interested in relating everything they learn and do in the classroom to what they ultimately may do throughout their career.

Saunders Business Clubs and Organizations

- Beta Gamma Sigma
- Business and Technology Professionals Club
- DECA Collegiate Chapter
- Delta Sigma Pi
- Financial Management Association
- Global Business Group
- Lowenthal Service Group
- Next Generation of Accountants
- RIT Marketing Club
- Saunders Multicultural Business Association
- Saunders Student Executive Board
- Women in Business

A Close and Personal Community

There is no better way to learn about the business world than from those who have built careers in industry. At Saunders College of Business, more than 85 percent of our faculty members have significant business experience. They use their insight and perspective to develop solid programs that are relevant and innovative. Faculty members use their experiences in presenting at international conferences and consulting with corporate business partners and domestic and foreign governments to help shape their instruction.

Saunders College faculty also bring a global perspective to their teaching. More than 70 percent of our faculty members have international business experience. As a result, our faculty impart their personal experiences from around the world. This deepens students' understanding of how other cultures respond to global markets, which creates exciting and meaningful learning opportunities.

Our faculty members also are leaders in their respective fields. Many are published authors whose articles shape the framework of business today. Faculty members serve on boards, consult for multinational corporations, and change the way businesses affect the environment.

At RIT you can interact with faculty not just in class or during office hours, but in the hallways after class, in the Wallace Library, and over coffee in Java Wally's. You get to know your professors and often build relationships that last a lifetime. And all undergraduate students are assigned faculty advisers to help coach them through their programs and get career ready.

One thing is certain: our faculty is imaginative, knowledgeable, and skilled in bringing the real world into the classroom.

The Freshman Experience: Biz 1+2

In the Saunders Biz 1+2 program, all first-year students are immersed in an intensive two-semester program, creating and commercializing a new business. Professors John Ward and Molly McGowan coach students through a team-based experience, exposing students to all business disciplines and providing them with a powerful foundation for their entire business program. Business students in this cohort program build strong relationships that last throughout their academic and professional careers.



John Ward, a senior lecturer of international business, is the creator of the Biz 1+2 program. He holds over 20 years of industry experience in a variety of engineering, sales, marketing, and general management positions at companies such as Hewlett Packard and Eastman Kodak.



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



Sorim Chung is an assistant professor of marketing. Her research focuses on the impact of technology on consumer behavior, particularly in the context of sensory marketing, user

environments, advertising, and brand management. She is currently conducting several research projects investigating the impact of touch interfaces and other device types on online shoppers. Chung has more than a decade of marketing-industry experience at several multinational corporations.



Richard DeMartino, professor of management, holds the Albert J. Simone Endowed Chair for Innovation and Entrepreneurship at RIT. He also serves as the director of the Simone Center

for Innovation and Entrepreneurship, which promotes the innovation and entrepreneurship ecosystem and activity throughout the RIT community. His research and teaching interests include entrepreneurial motivations, technology commercialization, access technology, and small business growth. His work has been supported by the Kauffman Foundation, U.S. Department of Commerce, National Science Foundation, Venturewell, and NY Empire State Development.



Steven Gold is a professor of economics and a team leader in the finance and quantitative analysis areas. His research is published in over 30 journal articles and proceedings on the topics of

simulation and gaming, and the modeling of demand, production, and finance algorithms. Author of four computerized business and economic simulation games with publishers including MacMillan, Random House, and McGraw-Hill, he is also a fellow and past president of the national Association of Business Simulations and Experiential Learning (ABSEL).



Sean Hansen, associate professor of management information systems and MBA director, is a Zutes Faculty Fellow and the 2014 recipient of the Richard and Virginia Eisenhart Provost's

Award for Excellence in Teaching, RIT's highest teaching honor. His current research focuses on the emergence of new approaches to requirements engineering in response to advances in systems design and implementation. His research also includes information systems development methodologies, IT strategy, and the application of contemporary cognitive theory to information systems development.



Yu-Chin Hsieh is an associate professor. Her research on the health and wellness of employees in the hospitality industry helps decision makers improve the work-life balance of their workforce.

By combining her interests in wellness, hotel operations, and sustainability, Hsieh's research identifies ways to maximize profitability while enhancing employee wellbeing. She is widely published in leading journals and presents at conferences worldwide.



Muhammet Kesgin, is an assistant professor and an expert in cultural and event tourism as well as sustainable tourism. Kesgin conducts research on tourist behavior, destination market-

ing and branding, and service management. He has more than 10 years of industry experience, which helps inform his teaching of courses in strategic hospitality and tourism branding, service management in a global economy, and destination management.



Mike Palanski, an associate professor of management, is a Zutes Faculty Fellow who teaches organizational behavior, leadership, and business ethics for undergraduate and graduate

students. His research focuses on how people can lead effectively at work, in the community, and with family and friends. Prior to becoming a professor, he was a retail product manager for a Fortune 500 company and an online banking specialist.



Victor Perotti, professor of management information systems and chair of the management information systems, marketing and digital business department, is a jack of all trades when

it comes to new technology. In addition to teaching cutting-edge courses such as Digital Entrepreneurship, he consults businesses on the impact of new technologies. He has also been honored for his teaching, earning the Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching, the Eisenhart Outstanding Teaching Award, and RIT's 2011-12 Innovative Teaching with Technology Award. His consulting work ranges from conducting advanced business simulation experiences at Harris R.F. to business plan development for pre-seed video game companies.



Rong Yang, an associate professor of accounting, teaches corporate financial reporting. Her research interests include the use of accounting information in capital markets, internal

control quality, analyst forecast performance, and corporate restructuring events. She is published in a variety of leading accounting, finance, and marketing journals. She was honored for her research with several awards, including the 2006 MBAA International McGraw-Hill/Irwin Distinguished Paper Award and the 2013 Bright Idea Award sponsored by the Stillman School of Business at Seton Hall University.



“Through consulting experience in the U.S., as well as in India, I am able to help my students connect theory and research with practical situations in business. My experience at AT&T India has provided an interesting topic of discussion on human resources and organizational behavior.”

— Shal Khazanchi

Associate Professor of Management
Chair, Management Department

Co-op and Experiential Education

RIT's employer network includes more than 2,300 employers. Here is a sample of those that have hired students for co-op and permanent placement.

Anheuser-Busch
Bank of New York Mellon
Bausch & Lomb
The Bonadio Group
Brand Networks
Butler/Till Media
Citibank
Coating Technology Inc.
Consolidated Graphics
Davie Kaplan CPA PC
Defense Finance & Accounting Service (DFAS)
Deloitte
EFPR Group
EPIC Systems
EY
Federal Deposit Insurance Corporation
Fidelity Investments
First American Equipment Finance
GEICO
General Electric Co.
Google
Harris Corp.
Iberdrola
IBM
IEC Electronics Corp.
Innovative Solutions
Insero & Co. CPA
Intuit
Johnson & Johnson
JPMorgan Chase & Co.
KPMG
Lenel Systems International
Lockheed Martin
M&T Bank
Manning & Napier Advisors
Mengel, Metzger, Barr, & Co. LLP
Microsoft
NBC Universal
Northwestern Mutual
NYS Dept. of Taxation and Finance
Ortho Clinical Diagnostics
Paychex
Pratt & Whitney
PwC LLP
The Raymond Corporation
Soleo Communications
Southwest Airlines
Toyota
U.S. Internal Revenue Service
Wegmans Food Markets
Xerox Corporation

In today's world you need to be prepared for the challenges and opportunities you will experience once you graduate. 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.

Cooperative Education

Cooperative education (co-op) is the most extensive and intensive of RIT's experiential education opportunities. Co-op is full-time, paid work experience directly related to your course of study and career interests. All students get at least one semester of co-op, where they earn credits toward their degree while not paying tuition for that semester. Co-op students work in nearly every different type of business 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 performed market research for a pharmaceutical company, conducted an internal audit for a high-flying technology firm, or helped to implement a new purchasing management system—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 business 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—and you do not pay fees or tuition charges while you're on co-op. Students get the advantage of accessing advisers and connections through one of the largest and oldest co-op programs in the country.

Study Abroad

Through Saunders faculty-led international study seminars and RIT's Study Abroad program, you will enhance your understanding of other cultures. The Study Abroad office helps students identify international study options across the globe and at sea, utilizing global RIT campuses in China, Dubai, and Croatia, plus a large number of partner universities. You can select to study both business and liberal arts courses while gaining the experience of living and learning in a culture different from your own. Additionally, study abroad experiences can be counted toward cooperative education requirements.

To see where our students have studied internationally, visit the Saunders Global Blog at saunders.rit.edu/global. The RIT Office of Career Services and Cooperative Education helps students identify and apply to co-op opportunities and job openings abroad.

Unparalleled Career Support

Cited by *The Princeton Review* as one of the leading career services offices, RIT's Office of Career Services and Cooperative Education provides you with the support you need to launch your career. With a professional staff of 20, it offers you access to their career advice and workshops regarding job search techniques, interviewing, resume writing, and more. For more information about the full range of services available to students through the Office of Career Services and Cooperative Education, please visit rit.edu/careerservices.

Career Fairs

The Office of Career Services and Cooperative Education hosts several career fairs throughout the academic year for students seeking internships, co-op placements, and permanent employment. **The General Career Fairs**, held twice annually, welcome more than 750 recruiters representing more than 250 companies with many employers conducting interviews the following day.

Each fall the office also hosts an **Accounting Career Fair**, which welcomes national and international accounting firms and business organizations looking to fill co-op and full-time positions.

The night before each Spring Career Fair, Saunders students attend an exclusive **Business Networking Event**. At the mixer-style event, students forge personal connections with employers seeking business students. They learn more about companies that have open positions and discover what those jobs entail. It is also a great opportunity for students to practice their elevator pitches in advance of the Career Fair and subsequent Interview Day.

Kyle J. Adams

Major: Finance; **Minor:** American Politics

Hometown: Island Lake, IL

Activities: Vice President, Financial Management Association; Delegate, Model United Nations; Saunders College Student Ambassador, RIT Alumni Advisory Board

Internship: Corporate Finance Intern, Starbucks Corp.; Intern, Mid-West Center on Law and the Deaf; Accounting Assistant, RIT Controllers Office

Kyle J. Adams can tell you the difference between a Double Shot, a Frappuccino, and a Chilled Multi-Serve, and which one moves quickest off store shelves. Adams completed a co-op at Starbucks where he monitored the performance of the company's consumer packaged goods, the prepackaged Starbucks products available in grocery stores, airports, and convenience stores. Adams focused on the Chinese market, where he forecasted and predicted store sales, and compared results of quarter-to-quarter sales based on product popularity, consumer behavior, and trends.

Saunders' range and depth of course content helped prepare Adams for his co-op. "A lot of the classes, especially the ones that were Excel-based, covered so much

corporate finance that it was easy for me to apply what I learned in the classroom to my co-op at Starbucks," Adams said. "The classes are so immersive."

Adams accepted a full-time position at Starbucks in its rotational development program. Over the course of two years he will rotate every six months through four different finance departments to learn the different finance roles within the Starbucks corporation. Adams credits Saunders' course work—as well as his experiences outside the classroom with the Saunders alumni network, his professors, and the co-op program—giving him a strong foundation to launch his career. "The alumni network at Saunders is powerful and everyone here wants to see you succeed," he said.



Business-Ready Facilities

State-of-the-art computer labs and active learning classrooms provide unparalleled access for students



Equipped with state-of-the-art computer labs and active-learning classrooms, Saunders College features integrated technology throughout the college and is a part of one of the most wired campuses in the nation.

with multiple lines of sight for visual presentation, easily configurable desk arrangements for teamwork or classroom presentation, and information sharing within and across students and teams.

Computer Labs

With more than 65 workstations, Saunders College's two computer labs offer the latest in business and design software releases.

Saunders Virtual Labs

Saunders Virtual Labs (SVL) are a set of computers within a server environment that you can connect to remotely using a PC, Mac, tablet, or smartphone. The SVL is available to Saunders students 24/7, allowing for access to key software from wherever you are studying, whether you're in your residence hall, at one of the many campus cafés, or on a co-op assignment around the world.

Sklarsky Center for Business Analytics

Constructed to house Saunders' Bloomberg Financial Markets technology, the Sklarsky Center for Business Analytics features 16 workstations—with the same technology relied on by financial professionals globally—that provide access to real-time information. You can experience real-world business, finance, and macro-econometrics in this modern classroom.

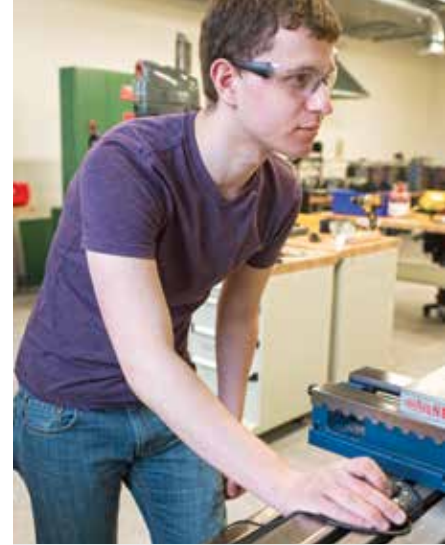
REDCOM Active Learning Collaboratory

In the REDCOM Active Learning Collaboratory, learning activities are student-centered and supported through a combination of digital and traditional displays



Delivering Entrepreneurship Like No Other Campus

To advance, successful companies demand the same innovative and entrepreneurial thinking that is creating tomorrow's businesses



For the aspiring entrepreneur, Saunders offers unique programming like the Biz 1+2 two-course sequence. Students utilize RIT resources such as the Simone Center for Student Innovation and Entrepreneurship (one of the leading student innovation centers in the nation), Venture Creations business incubator, and Saunders Student Consulting.

From Concept to Market

On the first day of classes, students are immersed in **The Freshman Experience: Biz 1+2**, a one-of-a-kind, two-semester cohort program that allows students to build businesses from concept to commercialization. The powerful experience exposes students to all business disciplines, serving as an important reference to students throughout their entire business program.

As a leading student incubator, the **Simone Center for Student Innovation and Entrepreneurship** enhances innovation and entrepreneurship activities at RIT. Students have access to events, mentoring, and resources to help bring their business ideas to life.

Venture Creations is home to *Saunders Student Consulting*, connecting students to more than 20 mid-seed, high-tech companies working to expand and attract investment beyond their startup phase.

Resources for Innovation

Entrepreneurs Hall: Named one of *Inc. magazine's* 20 Cool Business Incubators, this campus residential community cultivates ideas and generates a spirit of ingenuity through entrepreneurship-focused courses, unique co-ops, mentoring, and 24/7 access to the Student Incubator.

Entrepreneurs Conference: The brightest minds in business and entrepreneurship provide educational sessions, activities, and opportunities.

RIT48: A 48-hour, weekend entrepreneurial boot camp where students across campus collaborate, receive coaching, and develop plans for their entrepreneurial aspirations.

Tiger Tank and Business Plan Competitions: Students win investments and graduate scholarships by pitching their business startups to real investors.

Saunders Summer Startup: Student teams compete for a limited number of spots that provide summer stipends for students to develop their business concepts.

Idea Speed Dating: Engineering, art, design, science, and business students exchange one-on-one "elevator pitches" in pursuit of matching talents to exciting entrepreneurial business concepts.

RIT Tools and Resources

Simone Center for Student Innovation and Entrepreneurship

Where business, engineering, computing, and design students collaborate to launch ideas.

Venture Creations

Incubator with 20+ mid-seed companies commercializing products and services.

Center for Urban Entrepreneurship

Building wealth through entrepreneurship in urban communities.

Saunders Student Consulting

Student consultant projects with regional companies—from startups to Fortune 500.

The Construct

Rapid prototyping makerspace featuring 3D modeling, open to all students.

MAGIC Center

Media, Arts, Games, Interaction, and Creativity Center houses both a research laboratory and a production studio.

Minors and Immersions

For the most current list of minors and immersions please visit rit.edu/minors and rit.edu/immersions.

Accounting ●	Imaging Science ●
Advertising and Public Relations ●▲	Imaging Systems ●
African Studies ▲	Industrial Engineering ●
American Art ●▲	Innovation ●
American Politics ●▲	International Business ●
American Sign Language and Deaf Cultural Studies ●▲	International Relations ●▲
Anthropology and Sociology ●	Journalism ●▲
Applied Statistics ●▲	Language Science ●▲
Archaeological Science ●	Latino/Latina/Latin American Studies ●▲
Archaeology ▲	Legal Studies ●▲
Art History ●▲	Linguistic Anthropology ▲
Astronomy ●▲	Management ●
Bioinformatics Analysis ●	Management Information Systems ●
Biology ▲	Marketing ●
Biology: Cellular and Molecular ●	Mathematics ●▲
Biology: Ecology and Evolution ●	Mechanical Engineering ●
Black Studies ●	Media Arts and Technology ●
Business Administration ●	Microelectronic Engineering ●
Chemical Engineering Systems Analysis ●	Military Studies and Leadership ●
Chemistry ●▲	Mobile Design and Development ●
Communication ●▲	Mobile Development ●
Computer Engineering ●	Modern Language (Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish) ●
Computer Science ●	Modern Languages and Cultures (Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Spanish) ▲
Computing Security ●	Museum Studies ●▲
Construction Management ●	Music ▲
Creative Writing ●▲	Music Performance ●
Criminal Justice ●▲	Music and Technology ●
Cultural Anthropology ▲	Native American and Indigenous Studies ▲
Database Design and Development ●	Networking and Systems Administration ●
Digital Business ●	Nutritional Sciences ●
Digital Literatures and Comparative Media ●▲	Optical Science ●
Diversity in the U.S. ▲	Packaging Science ●
Economics ●▲	Philosophy ●▲
Electrical Engineering ●	Physics ●▲
Engineering Management ●	Political Science ●
English ●▲	Psychology ●▲
Entrepreneurship ●	Public Policy ●▲
Environmental Modeling ●	Religious Studies ▲
Environmental Science ●	Renaissance Studies ▲
Environmental Studies ●▲	Science of Film, Photography and Imaging ▲
Ethics ●▲	Science and Technology Studies ▲
Exercise Science ●	Science, Technology, and Society ●
Film Studies ●▲	Social Inequalities ▲
Finance ●	Software Engineering ●
Flexible Packaging ●	Structural Design ●
Free and Open Source Software and Free Culture ●	Supply Chain Management ●
Game Design ●	Sustainable Product Development ●
Game Design and Development ●	Theater Arts ●▲
Geographic Information Systems ●▲	Urban Studies ▲
Global Justice ▲	Visual Culture ●▲
Global Literatures and Cultures ●	Water Resources ●
Globalization ●	Web Design and Development ●
Globalization Theory ▲	Web Development ●
Health Communication ●	Women's and Gender Studies ●▲
Health and Culture ●▲	
Health IT ●	
History ●▲	
Hospitality Management ●	
Human Language Technology and Computational Linguistics ▲	

● Minor ▲ Immersion

Enrichment Opportunities & Options

Enhance Your Education

The RIT Honors Program

The RIT Honors Program provides a challenging, individualized, and rewarding experience for students who have distinguished themselves academically. Honors students have access to special courses, seminars, projects, and advising. An annual spring break trip connects Saunders students to cutting-edge companies in diverse locations. Students have early course registration privileges and participate in dedicated courses that bring together Honors students from across the university.

Accelerated 4+1 MBA Program

RIT's Accelerated 4+1 MBA program is the perfect way to earn two degrees in five years and differentiate yourself in the job market. You will choose a major from one of our undergraduate degree programs and complete six months of cooperative education before completing the BS degree. In the third and fourth years, you will take business courses that replace courses typically completed in the first year of the MBA program. At the start the fifth year, you will be in step with others in the MBA program.

Women in Business

Women in Business is dedicated to the success of our female business students by providing opportunities to advance their professional and personal development and join an encouraging community of aspiring and successful women. Through networking, educational events, and community service, Women in Business creates and strengthens skills in leadership, business, and relationship building.

Shaping Young Minds

Business leaders who have shared wisdom and advice as speakers and participants at lectures series and conferences hosted by Saunders College of Business:

- Mike Adams, Director of Global Performance Excellence, Microsoft
- JJ DiGeronimo, Women in Tech, keynote speaker, award winning author & Expert for Women in Tech and Girls in STEM
- B. Thomas Golisano, Chairman, President, and CEO, Paychex Inc.
- Jerry Greenfield, Co-founder, Ben & Jerry's Homemade, Inc.
- Dawn Hudson, Chief Marketing Officer, NFL
- Daymond John, Founder, FUBU and Shark on ABC's "Shark Tank"
- Robert Latorre, President at Big Fish Films
- Timothy J. Mayopoulos, President and CEO, Fannie Mae
- Austin McChord, Founder and CEO, Datto, Inc.
- David Neeleman, Founder and Chairman, Jet Blue
- David T. Della Penta '69, President & COO, Fisher Scientific International, Inc.
- Sarah Personette, VP of Global Business Marketing at Facebook
- E. Philip Saunders, serial entrepreneur
- Kitty Van Bortel, President/Owner, Van Bortel Chevrolet
- Scott Wilson, Founder and Principal Designer, MINIMAL
- Sam Zell, Founder, Equity Group Investments LLC



Aerial image courtesy of Stratus Imaging

RIT in Brief

COLLEGES AND DEGREE-GRANTING UNITS:

College of Art and Design

School for American Crafts
School of Art
School of Design
School of Film and Animation
School of Photographic Arts and Sciences

Saunders College of Business

B. Thomas Golisano College of

Computing and Information Sciences

Kate Gleason College of Engineering

College of Engineering Technology

School of Media Sciences

College of Health Sciences and Technology

Wegmans School of Health and Nutrition

College of Liberal Arts

National Technical Institute for the Deaf

College of Science

Chester F. Carlson Center for Imaging Science
Thomas H. Gosnell School of Life Sciences
School of Mathematical Sciences
School of Chemistry and Materials Science
School of Physics and Astronomy

Golisano Institute for Sustainability

School of Individualized Study

FOUNDED IN 1829, Rochester Institute of Technology is a privately endowed, coeducational university with nine colleges and two degree-granting units emphasizing career-focused education and experiential learning.

THE CAMPUS occupies 1,300 acres in suburban Rochester, the third-largest city in New York state. RIT also has international campuses in China, Croatia, Dubai, and Kosovo.

DEGREES: RIT offers the following degrees: doctoral (Ph.D.) programs in astrophysical sciences and technology, color science, computing and information sciences, engineering, imaging science, mathematical modeling, microsystems engineering, and sustainability; master's degree programs: master of architecture (M.Arch.), 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); bachelor's degree programs: bachelor of fine arts (BFA) and bachelor of science (BS); and associate degree programs: AS, AOS, AAS.

THE RIT STUDENT BODY consists of approximately 15,700 undergraduate and 3,250 graduate students. Enrolled students represent all 50 states and more than 100 countries. More than 3,400 students from diverse racial and ethnic backgrounds are enrolled on the main campus along with nearly 2,700

international students. An additional 2,188 students are enrolled at RIT's international campuses.

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 more than 1,100 deaf and hard-of-hearing students who live, study, and work with hearing students on the RIT campus.

RIT ALUMNI number more than 125,000 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 4,400 students in nearly 6,300 co-op assignments with nearly 2,300 employers across the United States and overseas.

The **RIT LIBRARIES** consist of Wallace Library, the RIT Archive Collections, and the Cary Graphic Arts Collection. Wallace Library provides a vast array of resource materials, both print and online, and is open 24/5 during the academic year. Librarians associated with each college are ready to assist with research and class assignments. The RIT Archive Collections serves as the official repository for RIT's historically valuable records and artifacts. The Cary Collection is one of the country's premier libraries on graphic communication history and practices, and has a policy of liberal access for all students. For more information: <http://library.rit.edu/>.

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 300 clubs and student organizations on campus.

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

Women's Teams—basketball, crew, cross country, ice hockey (Division I), 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 to indoor soccer. Facilities include the Gene Polisseni Center,

which houses RIT's hockey arena and accommodates 4,300; 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; and outdoor facilities including an all-weather track, tennis courts, and several athletic fields.

EXPENSES: Full-time students enrolling for the first time and living in an RIT residence hall have the following 2018-19 academic year expenses. We estimate that the typical student also spends an average of \$2,054 per year for books, transportation, and personal expenses.

Charges	2018-2019 Academic Year (two semesters)	NTID*
Tuition	\$43,546	\$16,518
Room (double)	7,598	7,598
Board (standard plan)	5,448	5,448
Fees	584	584
Total	\$57,176	\$30,148

* Deaf and hard-of-hearing students who are U.S. citizens enrolled in any undergraduate program and students enrolled in the ASL-English interpretation major 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, toll free in the U.S. and Canada at 866-644-6843, or by videophone at 585-743-1366.

HOME PAGE: www.rit.edu

EMAIL: admissions@rit.edu

UNIVERSITY COLORS: Orange and brown

UNIVERSITY MASCOT: Bengal tiger "Ritchie"

UNIVERSITY ATHLETIC TEAMS: Tigers

RIT does not discriminate. RIT promotes and values diversity within its workforce and provides equal opportunity to all qualified individuals regardless of race, color, creed, age, marital status, sex, gender, religion, sexual orientation, gender identity, gender expression, national origin, veteran status, or disability.

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). Safety Department at 585-475-6620 (v/tty).

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