

## Corporate Partnerships Inspiring Business at RIT

### Curriculum Updates Respond to Employers' Future Requirements

Starting in fall 2015, Saunders College of Business at RIT is introducing new programs and comprehensive updates to core courses at the undergraduate and graduate levels to ensure Saunders graduates continue to hit the ground running day one for employers.



#### NEW Supply Chain Management

- Undergraduate Minor
- MBA Concentration
- MS in Management Track

#### Added MBA Core Course

- Operations & Supply Chain Management

#### Enhanced Digital Core

##### Added MBA Core Courses

- Introduction to Data Analytics and Business Intelligence
- Design and Information Systems

##### Added Undergraduate Core Course

- Information Systems & Technology



#### NEW Graduate Program Offerings

##### Social Responsibility - Expanded MBA Core course

- Corporate Social Responsibility and Business Ethics

##### Engineering Management - One of many MBA Concentrations offered jointly with other RIT colleges

##### MS in Computational Finance - 17-month joint program with the Mathematical Sciences Department

##### MS in Accounting - For NYS-CPA exam preparation

##### MS in Management - New Leadership Track



# 94% PLACEMENT RATE

Three year average, 2012-2014

### Applied Teaching, Employer Approved

Saunders enjoys a rich tradition of strong corporate partnerships that drives our applied approach to business education, featuring experiential learning inside the classroom and a robust cooperative education program. Corporate employers serve as mentors, judges, investors, or partner with faculty and students on groundbreaking projects; and they test-drive Saunders students eager to deliver innovative business solutions by providing a valuable real-world, resume-building experience before graduation.

#### Capstone Projects

Guided by our nationally-recognized faculty, student teams work on in-class business problems submitted by corporate partners. Capstone projects deliver novel solutions for corporate success.

#### Saunders Consulting

Consulting teams made up of RIT graduate students are matched to business project needs. Guided by faculty experts, these consulting arrangements ensure projects are managed on schedule and to specifications.

#### Proven Co-op Tradition

RIT has one of the oldest and largest cooperative education programs, with more than 4,000 students placed at more than 2,000 organizations each year.

#### Corporate Advisory Board

Advisory Boards allow corporate partners to access top faculty, research, and students while helping ensure program curricula stays ahead of industry trends.

See reverse...

### DAY ONE | career ready

- Strong industry connections, offering real world experiences in and outside of the classroom
- Among the world's oldest and largest cooperative educational programs
- 94% placement rates

### DAY ONE | enterprising mindset

- Pioneering Biz 1-2 program
- #1 student innovation center, Venture Creations Incubator, and over 200 clubs to join
- Ranked #21 nationally for entrepreneurship

### DAY ONE | stand out

- Over 80 minors available across all 9 RIT colleges
- Nationally recognized programs in engineering, technology, arts, and design
- Students develop unique personal brands that employers seek

### DAY ONE | connected

- Small class sizes, 100% taught by faculty
- Low student to faculty ratios, and highly accessible faculty
- Plugged into over 114,000 RIT alumni and large university resources

**BACKED BY UNIQUE RESOURCES FOUND ONLY AT RIT, STUDENTS BRING THEIR PASSIONS AND CURIOSITIES TO LIFE THROUGH APPLIED PROGRAMS DELIVERED BY SAUNDERS COLLEGE OF BUSINESS AND SUPPORTED BY OUR CORPORATE PARTNERSHIPS**



### **Biz 1-2**

Unique cohort program introduces all freshmen students to all business disciplines through pursuit of new ventures.

### **Albert J. Simone Center**

Top ranked student innovation center where business, engineering, computing, and design students meet and collaborate to launch ideas. Features Entrepreneurship Scholars residential community.

### **Venture Creations**

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

### **Center for Urban Entrepreneurship**

Building wealth through entrepreneurship in urban communities.

### **The Construct Makerspace**

University-wide makerspace for rapid prototyping, featuring 3D modeling.

### **Innovation and Entrepreneurial Events**

Idea speed-dating, Tiger Tank Challenge, Idea Lab, Saunders Summer Startup, Innovator's Hour, RIT 48, and Student Incubator

*... continued from reverse*

## **DAY ONE | Business Ready**

Employers benefit from a wealth of resources found at Rochester Institute of Technology. Saunders corporate partners get top access to our faculty, research, students, and over 114,000 RIT alumni. Our students benefit from a well-rounded education thanks to partnerships with multiple top-ranked programs across RIT, providing expertise in engineering, computer science, gaming, design, and fine arts. Industry application is a primary focus and students are always prepared to meet tomorrow's business needs as recognized by employers, evidenced by 94% placement rates for Saunders graduates.

### **Business at RIT**

Highlighted by a top-ranked entrepreneurship center, students are entrenched in a rich and uniquely powerful enterprising culture found only at RIT. Saunders students have access to countless RIT courses outside of their majors through easily accessible curriculum features such as immersions, minors, customized concentrations, and free electives. This provides our corporate partners with uniquely qualified candidates who put their passions to work for you. And they come connected. These programs allow Saunders business students to develop career-lasting bonds with the engineers, designers, artists, and computer scientist that take popular business courses with them.



**"Strong corporate connections, built through a strong tradition of cooperative education, allows Saunders College to offer programs that are relevant to today's business needs and produces graduates that are in demand and ready on day one.**

**I welcome corporations to partner with us through our wide array of partnership opportunities to enrich the educational experience for our students."**

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

### **Undergraduate Immersions and Minors**

More than 60 immersions and 80 minors are available to undergraduate students across all nine RIT colleges. Free electives allow students to pursue their interests in other business or non-business disciplines across campus. Immersions are required of all undergraduate students while optional minors may complement their major, help develop another area of professional expertise, or enable students to pursue personal interests.

Popular options include: *Engineering Management, Game Design, Advertising and Public Relations, Computer Engineering, Photography, and Web Development.*

### **Graduate Customized Concentrations**

Master of Business Administration students are able to access graduate courses across all nine RIT colleges. Although prerequisites and approvals apply, students are able to customize their MBA concentration in unique ways to help them stand out in the job market while pursuing their interests.

Popular concentrations designed jointly through RIT colleges include *Engineering Management, Health Systems Administration, Quality and Applied Statistics featuring Lean Six Sigma certification, and Supply Chain Management.* Popular traditional concentrations include *Finance, Marketing, Leadership, and Entrepreneurship.*

**[saunders.rit.edu/features](http://saunders.rit.edu/features)**

Saunders College of Business is one of nine colleges at Rochester Institute of Technology and is accredited by the Association to Advance Collegiate Schools of Business International (AACSB). Recognized and ranked, Saunders is home to more than 1,000 enrolled undergraduate and graduate students, Saunders College works in partnership with RIT's entrepreneurial Venture Creations incubator and top ranked Albert J. Simone Center for Student Innovation and Entrepreneurship to integrate business education with RIT's world-leading technical and creative programs. Saunders College offers undergraduate (BS), Masters (MS), Masters of Business Administration (MBA), and Executive MBA (EMBA) programs where students gain real-world business experiences in the classroom and through cooperative education programs.

**R·I·T** | **SAUNDERS**  
College of BUSINESS

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**For Enterprising Students and Creative Enterprises**



Rochester Institute of Technology,  
founded 1829

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