IDENTIFYING TODAY’S PROBLEMS TO DELIVER TOMORROW’S SOLUTIONS

The world is changing at an increasing pace as new technologies, products and services improve our lives in significant ways. As an entrepreneur and innovator you lead the movement as you grasp how to identify problems and view them differently to create unique and creative solutions.

At RIT your advantage is a rich entrepreneurial culture and the top ranked Simone Center for Student Innovation. Teachers, mentors and capstone projects bring real-world experiences and a wealth of resources to compliment your passion as a maker and doer. In your program students focus on entrepreneurial and innovation processes by which inventions and creative new ideas are brought to market.

World-renowned resources in business, science, technology, engineering, and arts allow entrepreneurship thrive at RIT. Saunders College professors bring industry experience and include entrepreneurs, C-level executives, vice presidents, and leading scholars in disciplines like technology management.

Our students benefit from small class sizes and dedicated faculty advisers that provide one-on-one guidance. As a graduate of the program you will have a unique combination of technical and business expertise relevant to large incumbent firms or new start-up ventures.

THE NEXT GENERATION OF MAKERS & DOERS

THE SAUNDERS DIFFERENCE

Career Connections
Leverage the power of a Career Services and Cooperative Education Office that places more than 4,100 students with over 6,100 employers annually. Tap into a worldwide network of more than 118,000 RIT and 18,000 Saunders College of Business alumni.

Financial Aid Available
Access over $19 million in financial support to approximately 2,200 graduate students, as provided by RIT just last year.

Admissions
• Quick admissions decisions
• Generous scholarships available
• Receive scholarship decisions upon acceptance
• GMAT or GRE accepted
• GMAT waiver option available
• Work experience is not required

Get Started Today
• Rolling admissions, no application deadlines
• Start an application today to secure placement before cohorts fill up
• Apply early for best scholarship consideration
• Finish program in as little as 12 months
• Part-time options start every semester

For admissions details, visit:
saunders.rit.edu/myapp

94% Placement Across All Programs
#6 for Graduate Employment
#85 Full-time MBA Program

100% Scholarship available for Tiger Tank winners
saunders.rit.edu/ttc

BUSINESS AND TECHNOLOGY UNLOCKED

EXPERIENCE UNLOCKED
• Strong industry connections
• Real-world experiences
• 94% placement rates

THE FUTURE UNLOCKED
• #1 Student Innovation center
• #10 Management Information Systems
• RIT: 3rd largest STEM University

YOUR PASSIONS UNLOCKED
• Create your own brand
• Customize across 9 RIT colleges
• Global campuses and resources

PERSONAL ATTENTION UNLOCKED
• Dedicated advisors and faculty who get to know you personally
• High faculty to student ratio
CURRICULUM
12 MONTHS, 30 CREDITS

COURSES
Financing New Ventures
Organizational Behavior and Leadership
Entrepreneurship and New Venture Creation
Project Management
Design Theory and Methods Seminar
Commercialization and Marketing of New Products

Applied Venture Creation
Marketing Concepts and Commercialization
Legal and Accounting Issues for New Ventures
Technology Management
Management of Innovation in Products and Services
Product and Brand Management

Free Graduate Electives ¹ (choose 2)

¹. Non-Saunders College classes at RIT must be approved by program director and are subject to prerequisites.

“I highly suggest branching out to meet professors and students from other disciplines at RIT. These connections become invaluable moving forward, and you have a more diverse network to work with after graduation.”

CAREER POSSIBILITIES
Be your own boss and launch your startup with a wealth of hands-on resources including:

• Work with companies RIT Venture Creations business incubator
• Access to our #1 ranked Simone Center for Student Innovation and Entrepreneurship
• Collaborate with RIT students in other world-recognized disciplines in science, engineering, computing, arts and design
• Pitch ideas to venture capitalists to gain seed money for projects. Or get paid for developing your idea at Saunders Start-up
• Access the Construct rapid prototyping makerspace or tap Center for Urban Entrepreneurship, IdeaLab, Innovators Hour programming

“You will experience a program that gives you opportunities to work on cutting-edge new venture creations while connecting with students and expert resources in science, technology, engineering and art disciplines found only at RIT. Your startup interest and experience are enhanced through real-life business exposure on a campus offering a top rated entrepreneurship culture; guided by faculty and industry mentors possessing successful entrepreneurship experiences.”

Saunders College of Business
Rochester Institute of Technology, founded 1829

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