

highlights

for enterprising students and creative enterprise



Responding to COVID-19

While coronavirus (COVID-19) has had devastating impacts across the world in an everchanging landscape, students at Saunders College of Business at Rochester Institute of Technology (RIT) were impressed by how going virtual benefited their classroom experience. Freshmen and incoming transfer students enrolled in **The Freshman Experience: Biz 1+2** their first two semesters enjoyed the expanded access to alumni that remote learning enabled.

Last November, Biz 1+2 students presented their fall business plans in person to alumni coaches who gave high-level feedback. Students then revised their plans in the second semester with input from mentor meetings. However, in March of 2020, academic calendars were disrupted abruptly giving an extra week of break for students, while professors changed their courses online last minute. Leah Norton '23 (international business) was surprised at how quickly principal lecturer **John Ward** altered the Biz 1+2 class. Leah mentioned professor Ward's availability with office hours and the course being ahead of schedule created an inviting environment digitally, especially having classmates globally. Carson Collier '23 (management information systems) additionally shared

that the transition from in-person to virtual instruction was seamless.

Real-world, industry presentation experience

Leah was excited to give her presentation online for the mentor meeting. As an international business major, she felt presenting virtually could be something she regularly does at her dream job. Philip Rottkamp '23 (management information systems) saw the mentor meeting as beneficial, constructive and more in-depth. Instead of being in a larger group setting, presentations were arranged by four-person teams, each with its own mentor. This setting led to more conversations between students and mentors. Philip recalls their mentor being very thorough, going through their presentation in great detail.

Professor Ward shares that COVID-19 impacted his class for the better. It allowed the course to expand beyond the Rochester area tapping into Saunders' more than 25,000 alumni network. Moving forward, he plans to engage alumni globally to grow his course. When asking Leah, Carson and Philip why they decided to attend RIT, they pointed to the alumni network, which directly and positively impacted their first year at Saunders.

BUSINESS AND TECHNOLOGY UNLOCKED

experience | unlocked

- Strong business and industry connections
- Real-world learning experiences
- 94% 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-faculty ratio
- 25,000 Saunders Business alumni globally



Students Study WHO's Social Media for Sentiment Analysis During Pandemic

Business students at Saunders were given a new perspective on human behavior. COVID-19 drastically changed the phrase "business as usual." Dr. Quang (Neo) Bui, assistant professor of management information systems, is one of the many professors that incorporated COVID-19 into their curriculum. In the spring business intelligence course, Dr. Bui taught students different techniques to analyze and understand big data. His students conducted sentiment analysis of 1,000 tweets from the World Health Organization (WHO) related to the pandemic to learn about how the public responds to WHO's social media posts.

Out of 23 students, Dr. Bui showcased Celeste Gambardella's '22 (software engineering) COVID-19 analysis research paper. Celeste read tweets and analyzed them using Twitter's Application Program Interface (API) and Orange, an open-source data visualization, machine learning, and data mining toolkit. In her research, she commented that the "data collected

could be used by leaders to help address concerns people are having based on their emotions." Celeste's work, along with her classmate's work is a critical part of experiential learning at Saunders. Working with cutting-edge, state-of-the-art technology on new and developing issues with real-world data ensures that students grow their skills and put them into practice, even in unexpected situations.



Professor Brings Nationally Recognized Logistics Managers' Index Research to the Classroom



Dr. Steven Carnovale, assistant professor of supply chain management (SCM), offers expert insights into the pandemic's effects on the management of supply chains. Dr. Carnovale has been featured locally in various news outlets, including ABC-13WHAM and CBS-WROC. He is

also one of the founders of the nationally recognized Logistics Managers' Index (LMI) research team, "identifying trends and developments in the logistics industry over time," according to their website. The research team is comprised of experts from Arizona State University, Colorado State, RIT, Rutgers University, and the University of Nevada, Reno, and the Council of Supply Chain Management Professionals (CSCMP).

Dr. Carnovale is another example of Saunders' professors looking at the global pandemic as a real-world learning opportunity helping to prepare students for careers in their field. He has integrated LMI research into the classroom to inform students. Topics include balancing the flow of inbound and outbound materials, having manufacturers move facility operations to the U.S. and having companies take a second look at sourcing decisions. He covers additional SCM developments and latest trends in virtual information sessions with corporate partners such as ITT. These are open to the public.

The SCM undergraduate and graduate curricula at RIT teaches students how to handle the unexpected and is continuously adapting to industry needs taught by leading industry faculty. The newly revised Master of Science in Global Supply Chain Management program prepares students to face the new, highly-dynamic global challenges.

View more Saunders highlights at saunders.rit.edu/highlights

RIT

Saunders
College of
Business

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 internationally, Saunders is home to nearly 2,500 undergraduate and graduate students enrolled in programs across RIT Global Campuses in Rochester, New York, Croatia, Dubai, Kosovo, and China. Saunders College works in partnership with RIT's entrepreneurial Venture Creations incubator

and top-ranked Albert J. Simone Center for Innovation and Entrepreneurship to integrate business education with RIT's world-leading technical and creative programs. With over 25,000 alumni worldwide, Saunders College offers undergraduate (BS), master's (MS), master of business administration (MBA), and Executive MBA (EMBA) programs where students gain real-world business experiences through a tradition of applied learning, cooperative education, and capstone programs.

Join the conversation on social media:



@ritbusiness
saunders.rit.edu
info@saunders.rit.edu

Rochester Institute of Technology
Saunders College of Business