CREATE YOUR BRAND TO
ACHIEVE SUCCESS

BECAUSE WINNING TEAMS DISCOVER ALL MANAGERS ARE NOT CREATED EQUAL

Stand out from the crowd and reach your full potential with a Master of Business Administration (MBA) as only RIT can deliver it. At the center of a university recognized for technological excellence, a Saunders MBA gives you unparalleled options to customize your degree and flexible scheduling options for your convenience.

Get a strong foundation in business fundamentals with digital technology infused into MBA core courses, leveraging RIT traditions in technology and innovation excellence, including Design and Information Systems, Supply Chain Management and Innovation in Products and Services.

Make it your own by choosing from a wide range of concentrations including popular business disciplines such as Finance, Marketing, Management Information Systems and Entrepreneurship. Or choose one of our joint concentrations built in partnership with other RIT colleges including Supply Chain Management and Engineering Management with the College of Engineering, and Health Systems Administration with the College of Health Sciences and Technology. Or create a custom concentration using graduate courses offered at RIT.

Finish by customizing your degree with electives that allow you to choose graduate courses from any of the nine RIT colleges offering nationally recognized programs in STEAM (Science, Technology, Engineering, Art and Math) disciplines.

NEW 2018!
MBA Leadership Fellows with 50% Scholarship & More
saunders.rit.edu/fellowship
“A Saunders MBA opens the door to endless opportunities by leveraging the vast resources of RIT that uniquely combine business and technology. Our faculty possess industry experience and conduct cutting-edge research while putting a premium on applied learning. A high faculty-to-student ratio allows faculty, advisors, and mentors to get to know you, offering you personal attention and caring about your career success.”

Bryan Reinicke, Ph.D.  
Director of the MBA Program  
Associate Professor

The RIT Edge  
Achieve Greatness Through Difference with a Saunders MBA at RIT allowing you to create your own MBA. Business concentrations uniquely combine business and technology, while joint concentrations deliver powerful options by partnering with RIT colleges recognized for excellence in science, technology, engineering, arts, and mathematics (STEAM) disciplines. Or choose to create a customized concentration and use free electives by accessing graduate courses across all nine RIT Colleges, providing endless opportunities to customize your MBA. This is built upon a solid foundation of MBA Core Courses that give you the skills and confidence to succeed in the rapidly evolving technological workplace.

Curriculum

MBA = Core Courses + Concentrations + Electives

**Digital Core 11 courses**
MBA Core Courses feature a Digital Core including data analytics and business intelligence, management information systems, and distinctive courses in innovation products and services and social responsibility and ethics, in addition to delivering foundational knowledge across all areas of business.

**Concentrations that Matter 3 courses**
Uniquely positioned at RIT, Saunders MBA Concentrations allow you to pursue your interest while providing powerful options to differentiate yourself in ways that employers notice and value.

**Business Concentrations**
- Popular business disciplines
  - Accounting
  - Digital Marketing
  - Entrepreneurship
  - Environmentally Sustainable Management
  - Finance
  - International Business
  - Management and Leadership
  - Management Information Systems
  - Marketing
  - Marketing Research
  - Operations and Supply Chain Management
  - Product Commercialization
  - Quality and Applied Statistics
  - Technology Management

**Joint Concentrations**
- Designed with other RIT colleges
  - Health Systems Administration
  - Industrial and Systems Engineering Management
  - Public Policy

**Customized Concentrations**
Create your own concentration by accessing graduate courses across all nine RIT colleges.

**Free Electives 2 courses**
Choose graduate courses from any RIT college to customize your MBA further with free electives that complement your MBA experience, interests and passions.

Career Possibilities

Whether you are seeking to enhance your current career, switch to new career, or start your own business, an MBA degree provides a wealth of opportunities for enterprising business professionals. An MBA from an AACSB-accredited business school gives both you and prospective employers confidence in your understanding of foundational principles from a range of business disciplines.

Concentrations allow you to specialize in critical business functions, establishing the expertise to lead and build your career in the areas that interest you most. Furthermore, with an MBA from RIT your knowledge is enhanced by a technology and innovation focus that employers desire. Through a combination of transferable and specialized skills and knowledge, MBA graduates position themselves for higher earning potential and career advancement.