

# highlights

for enterprising students and creative enterprises



## Curriculum Updates Respond to Industry Needs Utilizing Business & Technology

Starting in fall 2018, Saunders College is introducing two new programs - BS in supply chain management and MS in business analytics.

Built upon our fastest growing major in Management Information Systems, Saunders strives to fulfill industry demand and ensure graduates are prepared to enter the workforce equipped to deliver strategic business solutions, and provide leadership in an increasingly technical world.

Saunders programs have a strong technology foundation, and are designed to provide students with a background across all business functions.

Positioned at the center of Rochester Institute of Technology, Saunders College offers an open curriculum architecture, creating a truly dynamic culture where diverse ideas and career-long relationships are formed and grow across all nine colleges.

### The World Needs Better Data: The Growing Importance of Business Analytics

In today's marketplace, businesses collect an incredible amount of data from nearly every customer touch point, however most organizations aren't prepared to turn that data into beneficial information. Saunders has recognized the increased demand for analytical business professionals who can collect, analyze and interpret the avalanche of data surrounding us, responding with our new MS in business analytics - starting in the fall of 2018.

As a natural extension of Saunders' Management Information Systems program, ranked #10 three years in a row, the MS in Business Analytics is infused throughout all business disciplines, and is designed for students with a passion for getting the most out of data.

Students complete 30 credit hours of

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## BUSINESS AND TECHNOLOGY UNLOCKED

### experience | unlocked

- Strong industry connections
- Real-world experiences
- 94% outcomes rate

### innovation | unlocked

- RIT: 3<sup>rd</sup> largest STEM University, with top-ranked innovation center
- #10 Management Information Systems
- Lead the future of business

### 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
- 19,000 Saunders alumni globally

R·I·T  
SAUNDERS  
College of BUSINESS



career-focused courses informed by interactions with top employers. Industry Advisory Board members from leading companies such as Apple, Barclays, LinkedIn, Intuit, and San Francisco 49ers help to understand contemporary analytics technologies, and connect them with today's business practices and employer demands.

RIT uniquely offers a solid foundation infused with applied learning and technology. With one of the world's oldest and largest cooperative education offices, students are prepared with the skills needed to develop data-driven business leaders and decision makers

through extensive cooperative experiences, capstone courses, and access to resources across the entire university.

**“RIT strengths and employer demand has helped make this our fastest growing and largest program, attracting the world's top companies and the highest salaries.”**

**Victor J. Perotti, Ph.D.**  
Department Chair,  
Director MS in  
Business Analytics,  
and Professor  
MIS, Marketing &  
Digital Business



## SCM Meets Engineering: Maximizing Opportunity for Future Business Leaders

Saunders College is also excited to introduce supply chain management (SCM) to our undergraduate program line-up. The highly desirable interdisciplinary BS in SCM program includes coursework from Kate Gleason College of Engineering at RIT.

“A supply chain management degree is a great addition to the College of Business,” said Stephanie Taylor, Campus Recruiter at SapientRazorfish. “In most industries, students with a SCM degree tend to be highly sought after. Many of the companies who engage with RIT students will benefit from the SCM program with their hiring needs.”

Saunders continuously seeks ways to enhance course offerings to help companies get ahead of their competition. For instance, program development revealed that having a trade (export)

compliance component truly sets a program apart from others – so we listened. “A grounding in the basic principles of trade compliance, early in the program, followed by a required class that immerses students in this area will increase the value of the program immensely and make RIT a priority in employers’ search for SCM talent,” said Chad Boehly, Director of Human Resources at REDCOM Laboratories, Inc.

Eager to add another undergraduate major to the collection of nationally ranked programs, Saunders accommodates students who would like to complement their degree with a SCM minor. With a vast offering of minors and concentrations across all nine RIT colleges, Saunders offers unlimited opportunity for business students to unlock their passions to succeed in any workplace.

## Employers Asked, Saunders Listened

Supply Chain Management is a highly sought after program by many employers, making it a great addition to the Saunders portfolio.

Here's what employers are saying:

*“We spent a lot of time in 2016-17 recruiting for SC&L openings and had to reach out well beyond Rochester for candidates. I love how data-orientated and analytical RIT is and I am thrilled they are creating a SCM degree program. Having a local program will fit our needs for interns as well. I like that they are incorporating Lean/Six Sigma into the curriculum, as I push for that thinking in our SCM jobs and opportunities to improve our product supply chains.”*

– Kim Kennedy, DIR, WW Supply Chain & Logistics, VP PSD, Eastman Kodak Company

*“The SCM program will contribute positively to companies hiring from RIT because most companies come to RIT for the engineering students, but also have needs on the business side. Having a technical background within the business degree also allows students to be successful in their future roles.”*

– Stephanie Taylor, Campus Recruiter at SapientRazorfish



View more Saunders highlights at [saunders.rit.edu/highlights](http://saunders.rit.edu/highlights)



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 more than 1,800 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 Student Innovation and Entrepreneurship to integrate business education with RIT's world-leading technical and creative programs. With more than 18,000 alumni worldwide, Saunders College offers undergraduate (BS), Masters (MS), Masters 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.

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