

Master of Business Administration (MBA)

The E. Philip Saunders college of Business
Rochester Institute of Technology, New York, USA

PROGRAM OVERVIEW

The fast track MBA targets highly motivated students. Worldwide, more than 1,700 top executives got their start at RIT. RIT's Business school is a catalyst for producing critical thinkers and team-based leaders who take new inventions and emerging technologies to establish commercially successful ventures. As a top business school within a leading technological university, we are uniquely positioned to develop your ability to become a strategic thinker in a global business world. Using practical approaches to improving business results and increasing personal productivity, participants in the program:

- * strengthen their leadership and interactive skills by collaborating with teams of professional peers and faculty;
- * develop strategic perspectives consistent with the needs of customers, stockholders, employees, the community, and other organizational stakeholders;
- * apply cross-functional approaches to enhance their analytical and decision-making capabilities, and
- * obtain a solid foundation in the functional areas of business.



CURRICULUM AND PROGRAM SCHEDULE

The graduate program consists of 18 subjects, consisting of 72 quarter credit hours. Each course meets a modular delivery format of 3 Weeks each. This accelerated, part-time, 27-month program offers an immediate return on your investment. RIT faculty will offer the program entirely in Dubai. Class schedule will cater to working students, and intensive seminar classes will be offered during the evening for a better way to comprehend the materials learned. Please see an admissions representative for more information.

"RIT is the only university that can guarantee a top quality education because of its high worldwide reputation and that's why I chose it. Excellent teachers, Excellent education!"

Jason Pereira, MBA '11
Biomedical Engineer
Terumo Corporation

ADMISSION REQUIREMENTS

Admission to the masters program is granted to qualified applicants who show high potential for success. In evaluating an application, the graduate admissions committee pays careful attention to each individual's undergraduate academic record, GMAT score, resume and personal statement. Pre-requisites for admission include a baccalaureate degree from an accredited college or university with an equivalent grade point of average of 3.0 out of a 4.0 scale. In addition, all applicants are required to meet the English language requirement for graduate study at RIT by submitting either a TOEFL score (minimum score of 92 internet based, 237 computer based or 580 paper based), or an IELTS score of at least 7.0.

PROGRAM REQUIREMENTS

University policy requires that graduate programs be completed within seven years of the student's initial registration for courses in the program. A grade point average of at least 3.0 must be maintained.

Core Courses:

- Accounting for Decision Makers
- Organizational Behavior & Leadership
- Statistical Analysis for Decision Making
- Marketing Concepts
- Financial Analysis for Managers
- Strategic Management of Technological Innovation
- Operations & Supply Chain Management
- Competitive Strategy
- Economics For Managers

CHOOSE ONE CONCENTRATION:

FOR EXAMPLE: MARKETING

- Advanced Marketing Management
- Seminar in Marketing
- Advertising & Integrated Marketing
- Internet Marketing: Strategies & Tactics

CHOOSE FIVE ELECTIVE COURSES FROM AREAS OTHER THAN CONCENTRATION.

These courses must to be at the graduate level but can be from areas outside of the college of business. (Requires college of business approval)

The E. Philip Saunders College of Business is Accredited by
Association to Advance Collegiate Schools of Business (AACSB International)

SAMPLE COURSE DESCRIPTIONS

Accounting for Decision Makers

An introduction to accounting concepts and the use of accounting information by decision makers. Topics include financial statements; measurement of assets, liabilities, equities, and income; financial statement analysis, cost behavior and measurement; profitability analysis; relevant costs for special decisions; budgeting; and responsibility accounting. Consideration is given to the role of information technology in the development and use of accounting.

Organizational Behavior and Leadership

This course examines why people behave as they do in organizations and what managers can do to improve organizational performance by influencing people's behavior. Students will be exposed to the impact of organization on leaders, individuals, groups and cultures and to different frameworks for diagnosing and dealing with problems in organizational settings. Topics include leadership, motivation, team building, conflict resolution, organizational change, and managing organizational cultures, creativity and ethical leadership.

Financial Analysis for Managers

An examination of basic financial theories, techniques, and practices. Topics include time value of money, valuation, capital asset pricing, risk and diversification, cost of capital, capital budgeting techniques.

Economics for Managers

The course focuses on the fundamental economic theories most useful for the management of a firm in a global environment. Microeconomic theories and current events are used to explain the performance of the market system and help managers formulate effective pricing and business decisions. Macroeconomic theories and current events are used to explain the direction of the domestic and global economy to help managers understand the implications, including foreign direct

investment, for their companies. Students will learn to explain and predict changes in economic growth, inflation, interest rates, international trade and foreign exchange rates.

Marketing Concepts

A graduate level introduction to the marketing function, its roles in assessing customer satisfaction, its relationship to finance and manufacturing, and its utilization of quantitative and qualitative management tools. Focus is on the strengths and limitations of using the marketing concept in understanding and resolving end-user concerns in profit and nonprofit environments. The course is structured around the managerially controllable elements of product, price, promotion and distribution, as well as the interrelationships of these elements.

Operations And Supply Chain Management

Study of the management of operations and supply chain management. Encompasses both manufacturing and services. Topics include: operations and supply chain strategy; ethical behavior; forecasting; work systems; inventory management; capacity and materials planning; lean operation; supply chain design and closed-loop supply chains; global operations; quality management; quality control and quality improvement; project management; and current issues.

Statistical Analysis for Decision Making

This is a course in applied statistics emphasizing inference (estimation and testing). Topics to be covered include: review of descriptive statistics, normal distribution, sampling distributions, estimation, test of hypothesis for single and two populations, linear, multiple regression and model building methods.

Strategic Management of Technical Innovation

The course integrates three themes of the Saunders College mission: management of innovation and technology, global business, and ethics. A major focus is strategic management of technological innovation including the role of technology in creating global competitive advantage. Significant other topics include business

social responsibility and contemporary issues in global business. An integrative technology, business ethics, global business experience summarizes and reinforces the major themes from the course.

Competitive Strategy

Strategic management involves defining a vision for the firm, laying out a strategy to pursue that vision, and guiding the firm through that strategy. Incorporating cross-functional thinking, this course provides the techniques and tools to help a firm create a sustainable competitive advantage. Topics include analysis of the external environment, the roles of ethics and innovation in strategy-making, analysis of the global business environment, firm-level analysis, internal resources and capabilities, and business-level and corporate level strategies.

"Successful businesses rely on innovation and on talents from around the world. At the Saunders College you will work with diverse students and faculty and learn how to lead and motivate people to innovate."

Ashok Rao
Dean, E. Philip Saunders
College of Business

APPLICATION & ADMISSION

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