

JOHNSON CORNELL TECH MBA

DEVELOPING
LEADERS FOR
THE DIGITAL AGE





CORNELL
TECH
ROOSEVELT ISLAND,
NEW YORK CITY

CORNELL TECH has reinvented graduate tech education for the digital age.

Located on Roosevelt Island in New York City, Cornell Tech links academia and industry by bringing together business leaders, tech entrepreneurs, and Cornell Tech faculty and students from across disciplines to collaborate on innovative digital products for the marketplace. **Our faculty, students, and industry collaborators understand technology's power for impact and change** and are committed to digital innovation and commercialization in New York City and beyond.

The result of a 2011 worldwide competition sponsored by the City of New York, Cornell Tech is a partnership between Cornell University and the Technion-Israel Institute of Technology—two institutions known for being leaders in science, engineering, research, and entrepreneurship. Cornell Tech's creation fulfills New York City's desire for an applied sciences campus that will expand the talent pool of leaders and entrepreneurs and rival Silicon Valley.

Cornell Tech was founded to advance technology as a means to a better quality of life for all communities in New York City, across the nation, and around the world. Our best work results in ethical, inclusive, accessible technology for all users, especially the underserved and underrepresented.

Faculty research at Cornell Tech is **purpose-driven, spurring relevant and valuable progress**. Meanwhile, students from all seven of Cornell Tech's master's degree programs learn and work side-by-side while collaborating with faculty and researchers—as well as industry leaders, practitioners, and startup founders—to develop digitally driven solutions that meet the needs of real consumers.

By combining strong business principles with a hands-on, agile framework that is being shaped by current industry trends and demands, **Cornell Tech is a hub for digital innovation and graduate education** that is ensuring the future of Manhattan's tech ecosystem.



IMMERSIVE EXPERIENCES

Summer in Ithaca

Students begin their MBA program at the Samuel Curtis Johnson Graduate School of Management at Cornell University's campus in Ithaca, New York, for in an intensive 14-week summer semester. Working alongside their peers in Johnson's One-Year accelerated MBA program, Johnson Cornell Tech MBA students study core business and leadership fundamentals including microeconomics, accounting, and strategy.

All Johnson students have the opportunity to take advantage of the beauty of Ithaca and surrounding Finger Lakes region through Johnson-organized outings and other local activities. With a rigorous academic schedule and dynamic social experience, summer in Ithaca is one of the highlights of the Johnson Cornell Tech MBA program.

Studio Curriculum

The Johnson Cornell Tech MBA is the **only MBA program in the country** to offer a studio-based curriculum where business school students learn, study, and develop digital products alongside graduate students in computer science, electrical engineering, operations research, information systems, law, and design.

Anchored by two intensive team projects, Studio provides all Cornell Tech students with hands-on, real-world experiences that deepen their understanding of the digital marketplace's fast-paced, iterative culture.

During Product Studio, Cornell Tech students are assigned to interdisciplinary teams to develop a product or service that responds to a specific "how might we" challenge posed by Fortune 500 companies, elite startups, and non-profit organizations. For example: How might we use blockchain to create a more secure and user-friendly data sharing platform?

Throughout the semester, students take courses on digital leadership and startup and product ideas while working with the Studio staff and their assigned challenge to form a product. Teams will participate in one or more Studio Sprints, 24-hour events devoted to working on their product before it is presented to (and critiqued by) visiting tech practitioners. Stand-out teams present their product during Open Studio, a public celebration of the best Studio projects, that takes place at the end of the fall and spring semesters.

During their final semester, students form their own teams and pick one of three studio choices. In Startup Studio, students **develop a new product or startup idea, prototype and test their concept**, and learn how to pitch it to investors. In BigCo Studio, students learn how to **build, pitch, and present a working product** to a real big company ("BigCo") that they are paired with at the beginning of the semester. In Pitech Studio, students **work with public service agencies and non-profits to deploy technological expertise in service of the common good**, often with a focus on under-resourced communities and needs.





Cornell Tech is an integral part of New York City and its **THRIVING TECH** and startup communities.

Faculty and students from diverse digital domains and academic disciplines collaborate with each other and with external communities, organizations, and industries to address real-world problems. Their research, ideas, and entrepreneurial activities are **shaping the evolution of technology and business** in New York City and around the world.

Focused in the fields of human-computer interaction and social computing, artificial intelligence, security and privacy, data and modeling, law, business, and public policy, our **faculty members understand the power of technology** and work with leading academics, industry experts, and entrepreneurs in the Tata Innovation Center—a workspace dedicated to bringing together industry and academia—to innovate and conduct research and development.

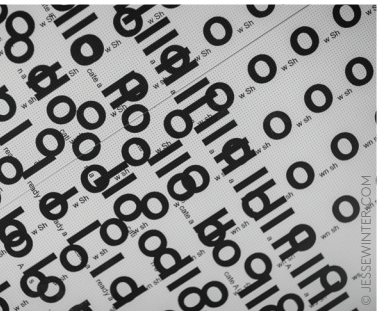
Meanwhile, **our students are mentored and taught by people who are impacting society through their entrepreneurial efforts.** Student teams regularly share their work with and receive feedback from industry leaders and practitioners who are part of New York City's tech ecosystem. For example, student projects have focused on analysis of automobile traffic congestion, applications for speech therapy and domestic violence survivors, and technological solutions for challenges faced by city residents with disabilities.

The impact of our campus on the city's tech sector is clearly evident. Cornell Tech alumni have founded 70 startup companies, including 94% headquartered in NYC with \$132+ million external funding raised and 370+ jobs created, thanks in part to Cornell Tech's Startup Awards program. This program supports the entrepreneurial efforts of our graduates by providing top Startup Studio projects with \$100,000 worth of pre-seed funding and workspace in the Tata Innovation Center as well as continued access to our campus resources and network.

Cornell Tech is working to increase opportunities for female college students who are interested in pursuing careers in technology. Through the Break Through Tech initiative—a partnership between Cornell Tech, the City University of New York, the University of Illinois Chicago (UIC), George Mason University, and the University of Maryland College Park that is funded by corporate partners—Cornell provides innovative curriculum, access to internships and career support through scholarships and fellowships, and space for collaboration, community development, and professional networking.

Johnson, specifically, has expanded opportunities for more MBAs to experience coursework at the Cornell Tech campus with its Johnson NYC intensives in fintech and digital marketing. Open to all Ithaca-based and Johnson Cornell Tech MBA students, these seven-week intensives teach students how to address digital challenges and transformations in business, finance, technology, and marketing. The intensives include a customized package of classes, collaborative opportunities, and close interactions with industry that give students the opportunity to learn and practice specialized skills that can distinguish them in their future careers.

CONNECTING COMMUNITIES WITH TECH-FOCUSED PROGRAMMING



A UNIQUE URBAN CAMPUS



Cornell Tech calls ROOSEVELT ISLAND home.

Located on a two-mile-long strip of land in New York City between Manhattan and Queens in the East River, **the 12-acre urban campus** offers expansive views and a series of open, green spaces intermingled with environmentally friendly and energy-efficient buildings.

The campus was specifically designed and custom-built to encourage interdisciplinary interaction among students and faculty and to facilitate collaboration with industry. **Johnson Cornell Tech MBA students live, study, and work alongside faculty, students, and industry practitioners** in the three buildings that make up the first build phase of our Roosevelt Island campus—the Emma and Georgina Bloomberg Center, the Tata Innovation Center, and The House.

The Bloomberg Center is Cornell Tech’s learning hub, serving as the intellectual nerve center of the campus. Classrooms and student-specific work areas encourage collaboration and allow our interdisciplinary student teams to spread out, create things, and put ideas into action. Students have meal options at The Café @ Cornell Tech.

The Tata Innovation Center brings academia and industry together, providing incubator space for startups and workspace to a diverse mix of established companies that want to collaborate with Cornell Tech’s academic teams. Home to the Studio classrooms, faculty research labs, and state-of-the-art

computing and design labs, the building features meeting areas on each level, including a light-filled, multi-level tech gallery and a rooftop terrace sheltered by a solar trellis. The Verizon Executive Education Center—a venue for academic conferences, executive programs, and academic workshops—is now open.

The House at Cornell Tech is a 26-story residential tower for students and faculty. The 500-bed, apartment-style residence has ample common amenity space, including two rooftop terraces and a glass-walled lounge with views of Manhattan.

The Graduate Roosevelt Island—a 196-room hotel that will offer accommodations to visiting academics, conference attendees, families of students, and other guests—is now open.

Roosevelt Island also serves as the hub for most of Johnson’s New York City programming. **Johnson occupies more than 20,000 square feet of space at the Tata Innovation Center**—including classrooms, breakout rooms, and workspaces. Many Ithaca-based MBA students opt to study and collaborate at the New York City campus for a weekend or an entire semester.

Overall, **Cornell Tech’s unique urban campus is home to 35 full-time faculty and approximately 360 graduate students.** Eventually, when all construction is complete in 2045, it will welcome 2,000 graduate students and hundreds of faculty and staff.



EMPLOYMENT DATA

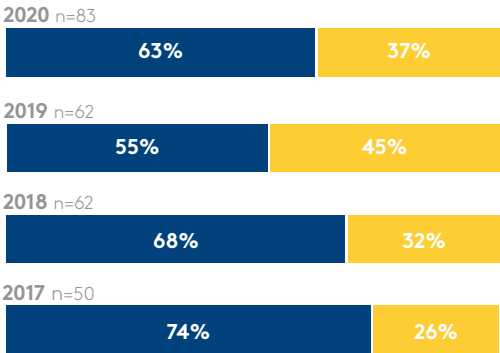
2020 EMPLOYMENT DATA At-A-Glance*

MEAN BASE SALARY
\$140,000

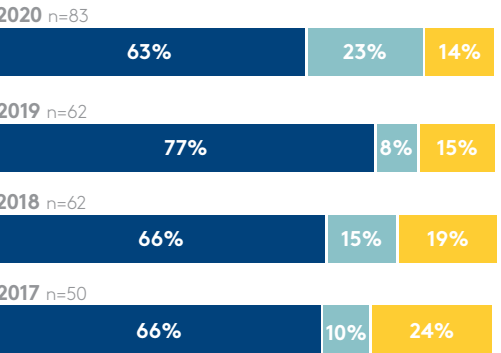


MEAN SIGNING BONUS
\$45,000

Working in NYC vs. Working outside of NYC



Job seekers vs. Founders vs. Other Paths**

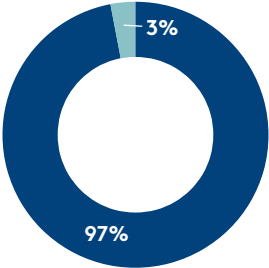


SAMPLE FULL-TIME HIRING COMPANIES

Amazon • Amazon (Audible) • BlackRock • Capital One • Cisco • Datadog • Disney • E&Y • Google
McKinsey • Microsoft • The New York Times • Tata Consultancy Services • Verizon Innovation • Zillow • Zola • Zynga • and others.

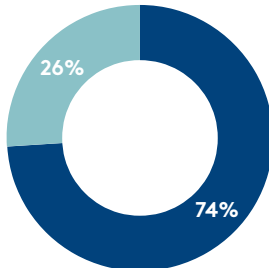
* Johnson Cornell Tech MBA only, data represents results 3 months post graduation.
** Other paths — graduates returning to their pre-MBA employer, pursuing fellowships and/or other personal, non-degree related interests or continuing their education (e.g., medical school).
Compensation: The median base salary for the class of 2020 was \$140,000, and the median sign-on/first-year bonus was \$45,000. As most students accepted jobs with tech companies, a significant portion of the annual compensation is represented by equity, the value of which compresses salary relative to offers with no equity component.

JOBS ACCEPTED BY INDUSTRY



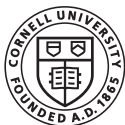
97% Technology
3% Consulting, Finance, Healthcare

JOB FUNCTIONS

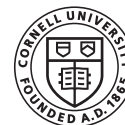


74% Product Manager/
Product Marketer/Technical
Product Manager
26% Consultant/Engineer/
Financial Analyst/Operations
Manager/Rotational Program
Associate/

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