AN IMMERSIVE, TECH-DRIVEN MBA

Johnson Cornell Tech MBA

Business today is fueled by technology and innovation. In such a tech-focused world it is essential that business education includes the needs of the digital age. This is why Cornell Tech has re-engineered the traditional MBA to infuse technology, while still implementing the crucial dynamics of a business degree.

A CURRICULUM DRIVEN BY THE DIGITAL AGE

The Johnson Cornell Tech MBA is a one-year intensive where you will earn a business degree deeply influenced by the needs of the digital age. You will learn the foundations of business through a tech-driven lens, while reshaping the competitive landscape throughout the tech world. The core of the MBA program is business theory, and from there you will experience hands-on education centered around technology and the digital world.

The program starts on the Cornell University campus in Ithaca, New York with a ten-week intensive program of core business and leadership education in spring. At the end of summer you will move to New York City for nine months of rigorous, interdisciplinary, innovative entrepreneurial courses. Throughout your time at Cornell Tech you will work closely with other master’s students, building and producing relevant products within our co-curriculum program.

A PROJECT-BASED EDUCATION

The MBA program at Cornell Tech provides you with an equal emphasis on business and technical methods, tools, skills and insight. All of these components are connected through a project-based curriculum.

One third of the MBA program is built around the co-curriculum. In co-curriculum courses you will join forces with fellow Cornell Tech masters students from different disciplines, to develop business solutions and technology-driven systems to solve relevant problems in tech today.

In the fall, you and classmates will be matched with companies to work on a project during Company Challenges. Over the course of the semester you and your team will work closely with a mentor from the challenger company to complete the project. During spring semester you and a team of master’s students will nurture a startup idea from inception to maturity in Startup Studio.

OUR STUDENTS

Ideal MBA candidates should have a deep interest and connection to the tech industry as well as a strong academic background within science or engineering. Candidates without this academic background can still be considered but will need show familiarity with technical tools in programming, prototyping and/or within engineering communities. All applicants, regardless of their undergraduate degree, should enter with an innovative entrepreneurial spirit and mindset.

SAMPLE CAREER PATHS

The MBA program at Cornell Tech prepares you for leading roles in industries centered around product management/development, product marketing, program management, consumer insight/analytics and user experience strategies, consulting, general management, operations management and entrepreneurship.