The MBA Reengineered

In this MBA program, founded on a tech-focused campus, you can earn a business degree deeply imbued with the needs of the digital age. And because technology and information transcend boundaries, so do our programs. At Cornell Tech, MBA candidates work in teams with MEng in Computer Science and Connective Media students, building real products and designing software.

MBA INTENSIVE MODULES

This program begins on the Cornell University campus in Ithaca, NY, with intensive ten weeks of core business and leadership training. You’ll then move to New York City for nine months of rigorous, cross-disciplinary, entrepreneurial and innovation courses.

Coursework includes: Advanced Entrepreneurship; Design Thinking; Digital Marketing; Internet Architecture; Tech Innovation; Principled Leadership; and more.

COMPANY PROJECTS (FALL)

You’ll work in teams with classmates, paired with local tech organizations, to complete semester-long company projects. Organizations include startups, larger companies, social enterprises and nonprofits. You’ll work on relevant challenges with provided mentors. These are not internships; they are valuable opportunities to complete a specific, real project.

2014 matches included: Sejoia, TradeBlock, ff Venture Captial, eBay, Google, iCrossing, IMAX Labs, LinkedIn, MasterCard, Microsoft, Qualcomm and WebMD.

STARTUP PROJECTS (SPRING)

Startup projects help you evaluate products and markets, recruit partners and build teams, and work with advisors and customers. You’ll learn how to create and tell a compelling startup story.

CONVERSATIONS IN THE STUDIO

All masters students participate in Conversations in the Studio. This unique course is an opportunity to interact closely with guest practitioners, luminaries and fellow classmates for spirited discussions on topics spanning entrepreneurship, product development, technology, venture capital, ethics and more. These weekly conversations are moderated by students.

OUR STUDENTS

Ideal candidates have a deep interest in tech as well as a strong academic background in a science or engineering discipline. Candidates without this academic background will still be considered but need to show experience within engineering communities and familiarity with technical tools.

SAMPLE CAREER PATHS

Our students are prepared for leadership roles in product management/development, product marketing, program management, consumer insight/analytics and user experience strategies, consulting, general management, operations management and entrepreneurship.