Master the Convergence

Connective media are changing how we live as well as how we get and diffuse information. Offered by the Jacobs Technion-Cornell Institute, the Connective Media experience immerses students in technological, sociological and entrepreneurial aspects of creating new media platforms.

A CURRICULUM FOR MEDIA IN THE DIGITAL AGE

This four-semester immersion brings together computer science and engineering, human and social impacts of tech, and an entrepreneurial mindset. It includes a hands-on industrial (R&D) project and was designed based on input from relevant companies ranging from Twitter and Facebook to the New York Times and Hearst to Kollabora and Kaltura.

YEAR ONE

FOUNDATION DEVELOPMENT
Includes courses such as Psychological and Social Aspects of Connective Media, Human Computer Interaction, Building Startup Systems, and Mobile and Ubiquitous Systems. Between first and second year, the Jacobs Institute helps students find summer internship among our industrial partners.

YEAR TWO

ENTREPRENEURSHIP FIRSTHAND
Students join classmates in Computer Science and the MBA program to work on either a Company Project or a Startup Project.

OPTION 1: COMPANY PROJECTS
Work in teams paired with local tech organizations on key challenges during fall or spring semester.
2014 matches included: Sejovia, TradeBlock, ff Venture Capital, eBay, Google, iCrossing, IMAX Labs, LinkedIn, MasterCard, Microsoft, Qualcomm and WebMD.

OPTION 2: STARTUP PROJECTS
Design, build and launch your own startup idea using your experience and work in the program.

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 and more. Conversations are moderated by students; this course occurs in both year one and two.

OUR STUDENTS
Ideal candidates have a deep interest in people-driven technologies, including communication, information and media, as well as a strong academic background in a science or engineering discipline. Candidates without this academic background will still be considered but will need to show significant experience in programming, math and algorithms.

SAMPLE CAREER PATHS
Students are prepared for leadership roles in software engineering/development; product development and user experience research; data science at the convergence of communication, information and media. Graduates are technologists with deep expertise in human, social and media aspects of technology.

FOR MORE INFORMATION, VISIT TECH.CORNELL.EDU