



# Customized Immersion

The second semester of your first MBA year is about learning crucial frameworks for decision making, understanding how to use them, and applying them to solve real-life problems. To ready you for your internship, Johnson offers seven functional immersions and a customized option that lets you tailor this critical second semester to your personal combination of skills, experience, and career path.



Johnson  
Cornell  
SC Johnson College of Business



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If your career situation doesn't align well with one of our functional immersions, the Customized Immersion allows you to craft your own experiential learning and may be perfect for you.

## What is the Customized Immersion?

The name says it all: You design your own learning and skill-building experiences to fit your career path. Guided by a faculty advisor, you select courses from the vast choices available at Johnson, our sister schools in the SC Johnson College of Business, or other Cornell schools to obtain the depth of knowledge and experience you need to be productive on day one of your internship.

**Is customization right for me?** The Customized Immersion might be your best choice if:

- > you're interested in a **specialized area** with coursework outside Johnson (e.g., real estate in the Hotel School, human resources at the School of Industrial and Labor Relations, healthcare in the Sloan Program, or energy in the College of Engineering), or
- > you're interested in a **specialized area** that spans across immersions (e.g., entrepreneurship, entertainment), or
- > you **already have expertise** in an immersion area (e.g., investment banking, marketing) and wish to take a broad set of elective courses.

**How it works.** Working closely with a faculty advisor, you choose courses — at Johnson or other Cornell schools — that help you gain the right skills (e.g., finance, valuation, brand management, operations) and practical applications (e.g., management cases, data analytics, management presentation) for your career goals.

For hands-on experience, we strongly recommend you **design your own real-world project** with a faculty member. In addition, since there is no formal cohort, we encourage you to **collaborate closely with other Customized Immersion students** who share your interests.

**The ultimate in flexibility.** In addition to selecting courses from other Cornell schools, you can take advantage of great Cornell resources, like Johnson's career clubs, Entrepreneurship@Cornell, or Johnson's centers and institutes to explore your career goals in depth.

**Customized Immersion students have secured internships or full-time employment from a wide range of employers, including** Amazon, Google, McKinsey, EY, Procter & Gamble, and PwC, in a range of specializations.

See how we  
immerse  
ourselves  
in business.