# Digital Tech Immersion
## (DTI)

The Digital Tech Immersion, teaming MBA candidates and MPS students from the School of Computing and Information Sciences to address challenges facing leading-edge companies, is a unique program focusing on digital technologies and building students' skill sets in coding, databases, and advanced analytics in support of business strategy.

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Immerse yourself in a business function to get the in-depth knowledge, skills, and experience you need to succeed. You'll join a select cohort of students with common interests, participate in live case studies at companies, hear from industry experts, train under world-class faculty, and apply your skill set to solve real problems for actual organizations.

Whether you're new to business, experienced but requiring deeper knowledge, or switching careers, this intensive second-semester experience prepares you to succeed — in your summer internship and beyond. We guide you carefully to ensure you choose the right immersion for your goals.

Submerge yourself in the most intense, business-relevant digital technology experience available. Surface ready to tackle your employer's challenges the moment you begin your internship. You'll learn hard technical skills from renowned faculty and work shoulder to shoulder with some of the brightest minds in information sciences and business to solve real problems for actual companies.

**Career paths.** This immersion prepares students for careers in high tech, analytics, and data science, regardless of business function.

**Key skills.** Students learn coding and advanced analytics (SQL/databases, machine learning, artificial intelligence) and how to lead and communicate effectively with technical and creative employees such as engineers, designers, and computer information scientists and engineers.

**Coursework.** Required courses include operations, analytics, and the DTI Practicum; students choose from electives in strategy and analytics, marketing, and product management.

**Actionable solutions for companies.** Cross-functional student teams tackle challenges that tech companies have designed in conjunction with DTI faculty. Mentored by company employees, the teams develop and present solutions to senior management. Challenges typically involve business analytics, such as mining big data to find ways to support firm strategy, or improving the usability of technology products, such as building mobile apps, creating benchmarks, or identifying use cases.

**DTI students have secured internships in product management, business development, consulting, strategy, and marketing from employers including** Google, Amazon, McKinsey, CommonBond, Altman Vilandrie, KPMG, Procter & Gamble, and IBM Extreme Blue.

See how we

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in business.