Master of Science in Information Systems
Connective Media

Offered by the Jacobs Technion-Cornell Innovation Institute (JTCII), the two-year dual Master of Science (M.S.) in Information Systems with specialization in Connective Media meets the growing demand for trained technologists and entrepreneurs in digital media-related industries, especially in the social and mobile world. **The interdisciplinary program combines technical, social science, and business studies with industry experience,** connecting academic studies with practical problems through immersive experiences with prominent companies in NYC, the media capital of the world.

PROGRAM HIGHLIGHTS

- A dual degree from Cornell University and the Technion-Israel Institute of Technology
- Interdisciplinary curriculum focusing on digital media, data analytics, human-centered design, mobile technologies, social networks, and user experience
- Formal and hands-on tech education, including a significant R&D project with a local company
- World-class faculty actively involved in industry, entrepreneurship, and applied research
- A dynamic, open, and collaborative learning environment
- Regular symposia and guest lecturers from leaders of the tech world—entrepreneurs, lawyers, VC's, senior executives, and others
- Access to the Cornell University network and resources

A MODERN CURRICULUM

Course Highlights
Courses include, but are not limited to:
- Large-Scale Programming
- User Experience and Usability
- Technology Product Development
- Entrepreneurship
- Images and Video
- Psychological and Social Aspects of Connected Media
- Big Data and Complex Event Processing

Friday Practicums
Every Friday, our students have conversations with leading industry practitioners answering vital questions. What's the value of entrepreneurialism? How does a successful entrepreneur think? How do you channel a passion and skill for technology into real-world impact?

Discussions range from operational success to societal good, from technical details to creative needs, from the pure tech sector to the information economy at large, and from startups to innovation opportunities at any stage.

Industrial R&D Project
After coursework is completed in the first three semesters, students work on a significant, hands-on R&D project during their final semester in cooperation with local companies specializing in the connective media domain. Students work in teams and are supervised by a faculty advisor and an industry mentor.

Summer Internships
The JTCII aids in the facilitation of summer internships with industrial partners between the first and second year.

JOAN & IRWIN JACOBS
TECHNION-CORNELL INNOVATION INSTITUTE
at Cornell Tech

For more information, visit jctii.org