

UNIVERSITY of HOUSTON

C. T. BAUER COLLEGE of BUSINESS

Rockwell Career Center

CORPORATE PROJECTS: CONNECTING BAUER TO BUSINESS



EXAMPLES OF PROJECT TOPICS:

LEADERSHIP PROGRAMS

ADVERTISING WITH FEWER DOLLARS

BENEFITS PACKAGES AND RECRUITING TOP TALENT

ENGAGING GENERATION Y

CREATING A REWARDS AND RECOGNITION PROGRAM

CREATING A MARKETING PLAN FOR A NON-PROFIT



IF YOU WOULD LIKE MORE INFORMATION ABOUT CORPORATE PROJECTS, CONTACT CORPORATE PROJECTS MANAGER VALERIE PAUL AT VPAUL@BAUER.UH.EDU.

WHY CORPORATE PROJECTS?

Corporate projects were incorporated into the GENB 2301 Connecting Bauer to Business class curriculum in Spring 2009 in response to feedback from the Rockwell Career Center Advisory Board. Corporate members of the advisory board felt that students were missing crucial skills, such as presentation experience and working in a team environment. The additional corporate projects element to the course is a direct response to industry need.

WHAT ARE CORPORATE PROJECTS?

The corporate projects are group research projects that culminate in a final deliverable, usually a PowerPoint presentation and executive summary. Corporate sponsors choose a project topic relevant to their company and on which they would like to have some research done and hear a new perspective from the next generation of business professionals.

All project descriptions are uploaded to the class Blackboard site at the start of the semester. Students select a project that matches their interest. Groups are usually made up of eight students.

Work begins approximately one month after the start of classes, with the corporate sponsor holding a kick-off meeting with the students, either at the sponsor's office or on campus, to explain the project. One student is the designated communicator and sends the sponsor weekly updates, asking questions as necessary.

Projects conclude seven weeks later on a due date set by the course instructor. All groups are required to send their sponsor a copy of the final deliverable on that date, and most groups give a PowerPoint presentation to the company on site. The corporate sponsor provides a project grade by filling out a simple grading rubric.

HOW DOES A COMPANY PARTICIPATE?

The corporate projects have been hugely successful. Students surveyed have said that the experience they gained was the best part of the class, or even their

college career. Corporate sponsors agree that the projects are a worthwhile investment and do not require an unreasonable amount of time. If you don't have a topic idea but want to be involved with business students, the Corporate Projects Manager can work with you to come up with an idea and provide a list of past topics. A one-page outline is also provided as a guideline for writing a project description.

PAST PROJECT TOPICS INCLUDE:

- Social Media
- Company Wellness
- Programs Enhancing the On-boarding Experience
- "Going Green" at the office
- Effective Internal Communications
- Recruiting Strategies
- Benchmarking Internship Programs
- Leadership Programs, Advertising with Fewer Dollars
- Benefits Packages and Recruiting Top Talent
- Creating a Marketing Plan for Essential Workplace Skills for Recent College Graduates.

WHAT IS THE COST TO PARTICIPATE?

There is no financial cost. You will be expected to spend about one hour each week, on average, advising your project team. The first and last meetings with the project teams may each take a couple of hours. Some project sponsors choose to host a lunch or dinner for their team at the conclusion of the project, but this is not required.

BENEFITS TO PARTICIPATING COMPANY

The obvious benefits are assistance with your company's question or project as well as the opportunity to immerse eight students in your company's culture and programs. The less obvious benefits are the opportunities to mentor, develop and shape the next generation of business leaders by being part of their educational process. This is a great way to partner with the college to spread the word about your organization and to help us prepare our students for the real world of business. Also, while intern hiring is not a formal goal of the program, many internships have resulted from the projects.



**WE LOOK FORWARD
TO PARTNERING WITH
YOU TO PREPARE THE
NEXT GENERATION
OF BUSINESS
PROFESSIONALS!**

PREVIOUS PARTICIPANTS INCLUDE:

- Access Sciences
- Amegy Bank
- Aramark
- BP
- Cameron
- Cintas
- ConocoPhillips
- Consolidated Graphics
- Continental Airlines
- El Paso Corporation
- Halliburton
- HEB
- Houston Rockets
- Invesco
- J.B. Hunt
- Lighthouse of Houston
- Macy's
- Mattress Firm
- New England Financial
- New York Life Insurance
- Noble Energy, Inc.
- Northwestern Mutual
- Omnipotech
- PricewaterhouseCoopers
- Prudential Financial
- Reynolds and Reynolds
- Sequent Energy Management
- Shell Oil
- State Farm
- Strategic Financial Group, LLC
- T-Mobile
- Target
- Tesoro Corporation
- TOPDOG Fireworks
- Theatre Under the Stars (TUTS)
- Waste Management
- Wright Investors' Service.

To submit a project for consideration, please contact Valerie Paul, Corporate Projects Manager at vpaul@bauer.uh.edu or Jamie Belinne, Course Instructor at jbelinne@uh.edu. Submissions should be received in July for Fall semester projects and in November for Spring semester projects.

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