

# TO SIGN UP

Please contact **Valerie Paul** ([vpaul@bauer.uh.edu](mailto:vpaul@bauer.uh.edu)) or **Jamie Belinne** ([jbelinne@uh.edu](mailto:jbelinne@uh.edu)) by mid- July for fall projects or by early December for spring projects. They can provide you with sample project descriptions and an outline to help you create a project description.

**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY of HOUSTON

**CORPORATE PROJECTS**  
GENB 3302: CONNECTING BAUER TO BUSINESS

## PARTICIPATING COMPANIES

Access Sciences  
Amegy Bank  
Atlas Commodity Markets  
BHP Billiton  
BP  
Cameron  
Cintas  
ConocoPhillips  
Consolidated Graphics  
Frito Lay  
Halliburton  
HEB  
Hertz Corporation  
Houston Business Journal  
Houston Rockets  
HP  
Invesco  
JB Hunt  
Junior Achievement  
Macy's  
Mattress Firm  
Mondelez International  
New York Life Insurance  
Noble Energy  
Northwestern Mutual Financial  
PricewaterhouseCoopers  
Prudential Financial  
Reliant  
Reynolds and Reynolds  
Schlumberger  
Sequent Energy Management  
Shell Oil Company  
Star of Hope  
State Farm  
T-Mobile  
Target  
Tesoro  
Theater Under the Stars  
University of Houston  
Waste Management  
Will's Kids  
Wright Investors' Service

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### Rockwell Career Center

2nd Floor of Cemo Hall  
Houston, TX 77204-6021  
832-842-6120  
<http://hirebauer.com>



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## WHAT ARE CORPORATE PROJECTS?

Corporate projects are group research projects in the GENB 3302: Connecting Bauer to Business course. Teams are composed of eight students, usually sophomore level, who often have never worked on a group project before. The project requires the team to research a problem or question and present findings and recommendations, usually as a PowerPoint presentation, with an accompanying executive summary. All projects contain a basic research component as well as a basic presentation component. Because these students have not yet taken upper-level electives, projects typically should not include the types of problems that seniors would address. The program has received the National Association of Colleges and Employers (NACE) Professional Change Maker Award in 2012 for its innovative approach to experiential education in early college education.

## WHAT MAKES A GOOD PROJECT?

The problem, desired outcome and deliverables should be clearly defined, and the students should know if there are specific resources they should or should not use.

The students are particularly good at surveys and benchmarking.

Bear in mind that students cannot be asked to do the actual work of your organization as part of this program. Because this is an unpaid academic project and not an internship, their work must remain focused on research and presentation. There is slightly more flexibility, however, on implementing programming for non-profit entities.

### PROJECT EXAMPLES

- 1** Benchmarking Social Media, Internship or Benefits Programs
- 2** Improving On-boarding
- 3** Workplace Environmental Programs
- 4** Recruiting Strategies
- 5** Employer Branding on Campus
- 6** Designing Apps, Branding Videos or Events

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## WHAT IS THE TIME COMMITMENT?

While there is no charge to participate in the program, it does require some time and attention. Project sponsors must develop a project proposal at least one month prior to the start of classes. Students will generally contact sponsors approximately one month after classes begin and work for six or seven weeks on the project before giving a final presentation. We recommend you have weekly e-mail or phone progress updates, and encourage you to review and give feedback on a draft or outline of the presentation prior to the students' final presentation. You will also coordinate with the team to schedule a final presentation, either on campus or in your offices, and complete a one-page grading rubric. While this does not require a large time commitment, we've found that the more you communicate with your team, the better your final deliverable will be.

## WHY PARTICIPATE?

This is a great way to spread your brand on campus and get truly involved in classroom learning. You have the opportunity to mentor, develop and shape the next generation of business leaders by being part of their educational process. This is also a great way to get the perspective and insight of current college students on your company and industry.

The students who participate in a corporate project are choosing to do these projects, even though they require more work than alternative options in the class, because they want to have the learning experience. These are precisely the types of students you want to know! While you are not expected to hire any students on your project, we've found many project sponsors successfully recruit from project teams.