

UNIVERSITY of **HOUSTON** | BAUER

**FOR THE REAL WORLD
OF BUSINESS**



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ON JULY 12, 2000, a 60-year-old business school, formerly known as the College of Business Administration at the University of Houston, received the largest upfront award to any single college in the history of the university. Charles T. "Ted" Bauer, co-founder of AIM Management Group, endowed the college with a gift of \$40 million. The business school proudly took his name, becoming the C. T. Bauer College of Business. The major gift set the transformation of Bauer College as a premier metropolitan business college into motion.



Dean Warga

Led by Dean Arthur D. Warga, Bauer College has attracted and retained world class faculty, developing innovative curriculum and establishing unique programs designed to bring students and business together. The results include an updated curriculum, twice the number of faculty, and targeted certificate programs in energy, entrepreneurship and finance that prepare Bauer graduates for success in a global economy.

Melcher Hall, Bauer College's home, boasts a downtown corporate ambience. The lobby's neon ticker rotates current stock prices overhead while multiple flat-screen TVs on the media wall air CNN 24/7. The lobby is part of the AIM Center for Investment Management, deemed one of the best designed business school classrooms in the U.S. by *American School and University* magazine. The center includes the ticker, video wall, 16-station trading laboratory, 36-seat classroom, and 20-seat executive conference room. WiFi access and a Starbucks add to Bauer's dynamic environment!

Bauer continues to achieve extraordinary success with a superb faculty, excellent staff, passionate alumni, brilliant students, generous business partners and visionary leaders dedicated to building leadership for the Real World of Business. New construction and expansion plans are on the horizon for Houston's leading business school.

OUR FOCUS

ACCOUNTANCY & TAXATION

Students consistently exceed the national average on the CPA exam pass rate and are recruited by the Big Four accounting firms. The department prepares students for careers in accounting by offering the Professional Program in Accountancy, the Master's Program in Accountancy and the Certificate in Accountancy Program. Students can earn certificates in internal auditing, risk management, and oil & gas/energy accounting. The internal auditing program has been recognized as a Partner by the Institute of Internal Auditors, one of only 17 schools in the world with the distinction as one of the best.

DECISION & INFORMATION SCIENCES

Bauer has the #1 management information systems department in the Gulf Coast and #17 worldwide. Students in supply chain management and MIS classes solve real-world business problems for over 50 non-profits, small businesses and major corporations each year. The faculty in the department is ranked in the top 30 internationally in terms of research productivity.

FINANCE

Finance faculty are ranked #8 in the nation and in the top 5 percent worldwide for published research. The Cougar Investment Fund allows graduate students to manage a multi-million dollar investment fund. The fund is home to the nation's #1 student stock analysis team, which placed higher than powerhouse business schools like Carnegie Mellon and MIT in the Chartered Financial Analyst (CFA) Institute Global Investment Research Challenge. Bauer Finance Association students have taken multiple first places in CME Open Outcry competitions in Houston and New York. Finance faculty drive the UH Global Energy Management Institute, a resource for Houston's thriving global energy industry.

MANAGEMENT

Bauer College is one of five schools in the United States with multiple Academy of Management Hall of Fame professors. Faculty in the department also sit on the editorial boards of some of the industry's most prestigious academic journals, including Department Chair Leanne Atwater, editor of *Leadership Quarterly*. Bauer ranked in the top 15 in the general management category of a student opinion poll cited by *The Princeton Review* and *Entrepreneur*.



MARKETING & ENTREPRENEURSHIP

The Department of Marketing & Entrepreneurship is home to the Cyvia and Melvyn Wolff Center for Entrepreneurship, ranked among the top two undergraduate entrepreneurship programs in the U.S. since 2007 by *The Princeton Review* and *Entrepreneur*. The department also includes the Program for Excellence in Selling, which has the deepest curriculum, largest enrollment and highest corporate support of any university program in selling and sales management. Marketing faculty have been ranked #9 among leading research universities for scholarly productivity, and doctoral students have won the Howard Award for the best dissertation in marketing twice in the past decade.

CENTERS & INSTITUTES

With world-renowned faculty members at the helm, centers and institutes at Bauer College combine research, academic programs, and corporate and community partnerships to focus on key sectors that drive the Houston economy.

- ▶ AIM Center for Investment Management
- ▶ Bauer Center for Business Ethics
- ▶ Institute for Diversity & Cross Cultural Management
- ▶ Institute for Health Care Marketing
- ▶ UH Global Energy Management Institute
- ▶ Information Systems Research Center
- ▶ Sales Excellence Institute
- ▶ Small Business Development Center
- ▶ Wolff Center for Entrepreneurship

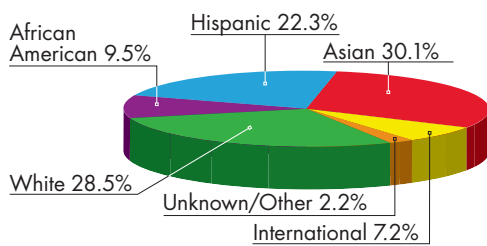
BAUER FACTS

- UH Bauer is ranked among the top public undergraduate business schools by *BusinessWeek*. *U.S. News & World Report* also ranks Bauer in its national list of top business schools.
- The Cyvia and Melvyn Wolff Center for Entrepreneurship has been ranked among the top two undergraduate entrepreneurship programs in the U.S. since 2007 by *The Princeton Review* and *Entrepreneur*, including #1 in 2008 and #1 in 2010.
- Bauer's MBA Program is ranked in the top 15 in the general management category of a student opinion poll cited by *The Princeton Review* and *Entrepreneur*.
- In 2008, a team from Bauer's Cougar Fund was judged the best student stock analysis team in the country and third in the world, in the CFA Institute Global Investment Research Challenge. In 2010, another Cougar Fund team was named best in the Gulf Coast.
- Bauer's Department of Finance and Department of Marketing & Entrepreneurship faculty were ranked eighth and ninth, respectively, in the Academic Analytics' Scholarly Productivity Index for 2007.
- Enrollment for the Bauer Business Honors Program has more than doubled since its inception in 2001.
- More than 3,000 companies recruit Bauer students, and more than 436 corporate partners invest in Bauer. A record number of companies and thousands of students participate in Bauer's Career Fairs.
- Bauer is the only comprehensive business school in Houston offering BBA, MBA, Ph.D., and MS Accountancy and Finance degrees.
- Bauer produces more senior executives than any other business school in Houston.
- More than 5,700 students representing more than 130 countries and speaking 66 languages attend Bauer.
- Bauer College is part of the University of Houston, the nation's most ethnically diverse research university. UH is an Equal Opportunity/Affirmative Action institution.

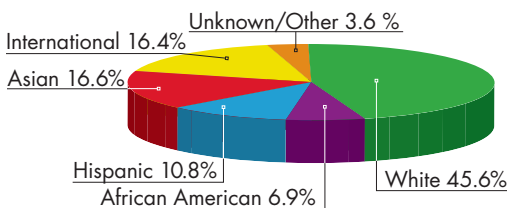
PROFILE

Enrollment at Bauer College

Undergraduate Enrollment (4,041)



Graduate Enrollment (1,414)



Undergraduate student profile

- Average SAT 1166
- One-third work full-time while attending college.
- Many are the first in their family to graduate from college.

Graduate student profile

- Average GMAT 600- 700 for doctoral students
- Average age 28 years

Executive student profile

- EMBA programs are ranked among the top 20 public EMBA programs nationwide by the *Financial Times* (2008).
- Average age 36 years
- Average 12 years professional work experience
- 34 percent female and 37 percent ethnic minorities



Top business leaders such as Linn Energy CEO Mike Linn (left) are involved with Bauer and support the school on many levels.



Rockwell Career Center's Career Fair attracts hundreds of recruiters throughout the year.



Charles T. (Ted) Bauer, 1919 – 2004

Ted Bauer's extraordinary \$40 million contribution to the University of Houston galvanized faculty, staff, students, and alumni.

Outstanding Students. Renowned Faculty. Distinguished Alumni.



G. Edmond Clark, MBA '79
Former President and CEO,
FedEx Trade Networks, Inc.



Karen W. Katz, MBA '82
President and CEO,
Neiman Marcus Stores



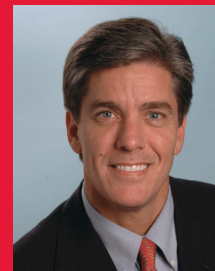
Duy-Loan T. Le, MBA '89
Sr. Vice President, Sr. Fellow,
Texas Instruments



Samuel A. DiPiazza Jr.
MS ACCY '73
Former CEO,
PricewaterhouseCoopers Int'l, Ltd.



Gerald W. McElvy, '75
President,
ExxonMobil Foundation



Marvin E. Odum, MBA '95
President,
Shell Oil Company



Mark G. Papa, MBA '80
Chairman and CEO,
EOG Resources, Inc.



Bruce A. Williamson, MBA '95
Chairman and CEO,
Dynege, Inc.



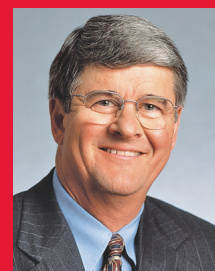
Melvyn L. Wolff, '53
Chairman of the Board
Star Furniture,
a Berkshire Hathaway Company



Jack B. Moore, '77
President and CEO,
Cameron



M. Frances Keeth
'77, MS ACCY '80, JD '88
Former CEO, Shell Chemicals, Inc.;
Board of Directors, Verizon



Richard G. Rawson, '72
President, Administraff, Inc.;
Chairman, UH Bauer Dean's
Executive Board

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C. T. Bauer College of Business is an AACSB accredited business school. For more information, visit bauer.uh.edu/aacsb.asp

Our Mission: The mission of the C. T. Bauer College of Business at the University of Houston is three-fold: to create and disseminate knowledge that improves the real world of business, to link that scholarly achievement to high-quality learning experiences for a diverse undergraduate and graduate student body, and to prepare our students for responsible business leadership worldwide.