

**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY of HOUSTON

CONNECTING YOU  
TO THE REAL WORLD  
OF BUSINESS



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*Bauer's AIM Center for Investment Management*



*Award-Winning Specialty Programs*



*Bauer Pride*



*World-Class Faculty*



*Over 25 Active Student Organizations*

# GREETINGS,

Welcome to the C. T. Bauer College of Business. I am delighted to hear of your interest in higher education and applaud your desire to pursue a business degree. No matter what your passion is, you will find that strong business skills are a valuable commodity in every industry. While innovation is in abundance in our society, entrepreneurship (or the ability to convert an innovative idea into a business venture) is in short supply. This is what we teach at Bauer College.

It is an exciting time to be at Bauer, and as a student here, your degree will have incredible value. Our faculty will give you a learning environment that extends beyond the classroom and into industry, with courses in energy, entrepreneurship, sales, investment, business consulting, real estate and more. Your alumni network from Bauer is nearly 50,000 strong and includes c-suite executives of leading companies, entrepreneurs and innovators, and professionals in nearly every sector.

Our efforts to make the Bauer College the nation's leading business school have not gone unnoticed. Among our accolades and points of pride:

- Since 2007, The Princeton Review and *Entrepreneur* magazine have ranked the Cyvia and Melvyn Wolff Center for Entrepreneurship at Bauer College among the top two such programs in the nation.
- *BusinessWeek* ranks our undergraduate program 51st among public business schools in its 2012 list of the Top Undergraduate Business Schools. With more than 1,700 business schools in the country, we consider this a noteworthy achievement.
- Our full-time MBA program is ranked in the top 50 among public business schools and our part-time MBA program is 33rd among publics, according to *U.S. News & World Report*.
- Our college is home to award-winning specialty programs in almost every major, including the Program for Excellence in Selling, Global Energy Management (GEM), the Professional Program in Accountancy and more.
- Our faculty hail from prestigious and competitive business schools from across the country, including Wharton, Cornell, Michigan, Northwestern and Stanford, just to name a few.
- The Bauer College is one of the most diverse business schools in the U.S., with students representing nearly 70 countries.
- Our college boasts 25 student organizations that are active in networking, professional development and service activities.

As you can see, our students have many reasons to be proud. We are committed to continuing this momentum and doing what we can to ensure your success as a student and ultimately, a proud alumnus, of Bauer.

*Latha Ramchand*



**Latha Ramchand, Ph.D.**  
Dean and Professor of Finance  
C. T. Bauer College of Business  
University of Houston

## BAUER AT A GLANCE

### COLLEGE FACTS

- ◆ Bauer is consistently ranked by *BusinessWeek* in its list of the Top Undergraduate Business Schools. The college is also a regular on the *U.S. News & World Report* on its list of top business schools in the nation.
- ◆ More than 6,000 students representing nearly 70 countries attend Bauer.
- ◆ 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* magazine, including #1 in 2008, 2010 and 2011.
- ◆ More than 5,000 companies recruit Bauer students, and more than 436 corporate partners invest in Bauer. A record number of companies and thousands of students participate in Business Career Fairs held by the college's Rockwell Career Center.
- ◆ Enrollment for the Bauer Business Honors Program has more than doubled since its inception in 2001.
- ◆ Bauer produces more senior executives than any other business school in Houston.
- ◆ Bauer is the only comprehensive business school in Houston offering BBA, MBA, Ph.D., and MS Accountancy and Finance degrees.

### BAUER BY-THE-NUMBERS

- ◆ Total Bauer Enrollment: **6300**
- ◆ Total Undergraduate Enrollment: **4428**
- ◆ Bauer Business Honors Program Students: **250**
- ◆ Bauer Honors Student-Faculty Ratio: **24 to 1**
- ◆ Percentage of Bauer Freshmen in The Honors College: **40%**
- ◆ Average Freshman SAT score: **1278** (Critical Reading and Math sections only)
- ◆ Percentage of International Students: **11%**
- ◆ Number of Full-Time Faculty: **145**
- ◆ Male/Female Ratio: **56/44**

### BAUER DIVERSITY

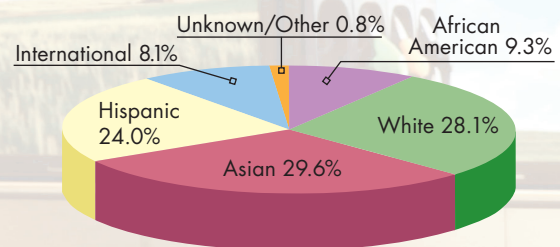
Bauer College is as diverse and international as the City of Houston. More than two-thirds of our students are ethnic minorities or international students. They represent nearly 70 countries. Bauer is one of the big reasons why the University of Houston is one of the most diverse research universities in the country.

According to *Diverse Issues in Higher Education*, Bauer's undergraduate program ranks:

- ◆ #1 in Texas and #7 in the nation for the number of ethnic minority graduates in its BBA program
- ◆ #4 in Texas and #9 in the nation in graduating Hispanic BBAs with Business Management, Marketing and related majors
- ◆ #6 in Texas in African-American BBA graduates with Accounting and related majors
- ◆ #1 in Texas and #7 in the nation for Asian-American BBA graduates

(Source: Diverse Issues in Higher Education, 2012)

#### UNDERGRADUATE ENROLLMENT (4,428)



(Based on Fall 2011 data)



## UNDERGRADUATE PROGRAM FACTS

- ◆ Top 50 among public business schools (*U.S. News & World Report*, Best Undergraduate Business Programs, 2012)
- ◆ Ranked 51st among public business schools (*BusinessWeek*, Top Undergraduate Business Schools, 2012)
- ◆ Average SAT 1278 (Critical Reading & Math Sections only)
- ◆ Cyvia and Melvyn Wolff Center for Entrepreneurship: #1 undergraduate program (*The Princeton Review* and *Entrepreneur* magazine, Top 25 Undergraduate Entrepreneurship Programs, 2011)
- ◆ #1 Internal Audit Program in the Houston Region and Top 20 in the U.S. (Institute of Internal Auditors, 2010)
- ◆ 7th nationally for number of degrees awarded to Hispanic students in business, marketing and related programs (*Hispanic Outlook in Higher Education*, Top 100 Institutions, 2012)
- ◆ One out of every five undergraduate students graduating from UH is a Bauer graduate.

## MAJORS

Pre-Business\*  
 Accounting  
 Entrepreneurship  
 Finance  
 Management  
 Management Information Systems  
 Marketing  
 Supply Chain Management

\* All new students declare Pre-Business as their initial concentration. Once a student completes the required university core and business core classes, a student can declare a specific major in business.

## SPECIALTY PROGRAMS

Bauer Business Honors Program (General)  
 Professional Program in Accountancy  
 Wolff Center for Entrepreneurship  
 Global Energy Management Professional Program (Finance)  
 Program for Excellence in Selling (Marketing)

## CERTIFICATES

Internal Audit Certificate (Accounting)  
 Oil & Gas Certificate (Accounting)  
 Corporate Entrepreneurship Certificate  
 Strategic Sourcing Certificate (SCM)  
 Analytics Certificate (SCM)  
 Energy Supply Management Certificate (SCM)

## TRACKS

Risk Management and Insurance Track (Finance)  
 Leadership Track (Management)  
 Human Resource Track (Management)



# LEARN THE LANGUAGE OF BUSINESS

## ACCOUNTING

**T**he accounting profession encompasses far more than taxes, and Bauer's accounting program equips graduates for jobs in virtually any industry. (Just ask alumni who have found gigs in the oil-and-gas, retail, healthcare and environment sectors.) Our graduates consistently make above-average scores on the CPA exam and land offers from the Big Four accounting firms. They also work as internal and external auditors, tax professionals, financial analysts, forensic accountants, and mergers-and-acquisitions advisers.

While teaching standard practices for measuring and analyzing costs, revenues, expenses and so on, the Department of Accountancy & Taxation also offers opportunities for students to get specialized knowledge of the practice in specific industries:

### Oil & Gas Certificate

The three-course Oil & Gas (O&G) Certificate is designed to serve Houston's dynamic energy industry. Our contacts in the region's energy companies and large CPA firms asked for a workforce trained for this type of cross-functional environment and we answered. Only a few schools offer a course in Oil & Gas Accounting, and none offer the depth and focus of anything like this certificate!

### Internal Audit Certificate

Internal Audit courses are taught by professional practitioners in the field, and the Certified Internal Auditor (CIA) is highly regarded by the profession. Bauer is one of only 22 colleges in the world to be recognized as a Comprehensive Program by the Internal Auditing Education Partnership (IAEP) created by the Global Institute of Internal Auditors and is officially recognized as an IAEP Center for Internal Audit Excellence – one of only six in the world.

### The Professional Program in Accountancy

The program is designed to prepare students for successful careers in public accounting, as well as in industry, government, and other areas of the field that require CPA credentials. The Professional Program in Accountancy (PPA) allows students to obtain both their Bachelor of Business Administration and Master of Science in Accountancy in five years. By pursuing both degrees in tandem, they can apply up to two courses toward both their graduate and undergraduate degrees.

*Hey, it's the smart way to go.*



*I believe the opportunities in Houston are endless, and Bauer provided the exposure to capture those opportunities and achieve my goals.*

Rachael Goldwait  
Conroe, TX

#### COURSEWORK OPPORTUNITIES:

- Financial Reporting Frameworks
- Management Accounting
- Federal Income Tax
- Financial Statement Auditing
- Oil & Gas Accounting
- Internal Auditing and the Entity Control Environment
- Government and Non-Profit Accounting

*The Professional Program in Accountancy allows qualifying students to earn their bachelor's and master's degrees in just five years. How cool is that? **Very cool indeed.***

## ENTREPRENEURSHIP

Students in the Cyvia and Melvyn Wolff Center for Entrepreneurship (WCE) are members of a pretty elite club—if we do say so ourselves. Three times since 2008, Bauer’s undergraduate entrepreneurship program has been ranked No. 1 in the nation by The Princeton Review and *Entrepreneur* magazine. (In 2007 and 2009, the program came in at a not-so-shabby No. 2.)

Such honors, however, come with hard work and discipline. Entrepreneurship is a selective major: only 35 applicants are chosen each year to study for a BBA in Entrepreneurship. Once in, they follow a rigorous five-course, three-semester curriculum that begins with an overview of starting and owning a business. WCE students get real-world experience through a variety of extracurricular programs, including guest lectures and mentorships. In the mentoring program, each student is matched with a successful entrepreneur based on personality and common interests. The mentors agree to stay with their mentees for the entire WCE run, but the relationships often extend for years after graduation.

At the end of it all, WCE students must get their hands dirty, too. Just before graduating, they operate food stands in an annual spring two-day competition that requires them to calculate costs and revenues, devise business plans, raise capital, and make and sell a product. But the payoff is sizzling: more than 50 percent of WCE graduates start their own businesses, and others are in high demand as employees for “entrepreneurially” oriented companies.

Also on the WCE menu: the cream of the crop gets to compete in national business plan competitions, while anyone on campus can participate in WCE’s newly hatched elevator-pitch competition, CougarPitch.

*Hey, it’s a great way to figure out how to be your own boss.*

### COURSEWORK OPPORTUNITIES:

- Introduction to Entrepreneurship
- Entrepreneurial Revenue
- Entrepreneurial Costs and Budgets
- Entrepreneurial Organizations, Capitalization, and Funding
- Entrepreneurial Business Plan
- Implementation of Entrepreneurial Business Plan

# LEARN HOW TO BE YOUR OWN BOSS

*Our entrepreneurship program gives you the skills not just to get a job after graduation, but to create jobs and help the economy thrive.*

Ivan Berkowitz  
Larchmont, New York

Only a select few can say they’ve gotten business advice from the Oracle of Omaha, and WCE students are part of that exclusive group. Every year, Warren Buffett hosts a Bauer student group in Omaha for some quality time.

# MA\$TER THE WORLD OF FINANCE

## FINANCE

**Y**ou will be hard-pressed to find a better education in finance. Our faculty is ranked #8 in the nation and in the top 5 percent worldwide for published research. Students taking the standard finance track may choose traditional careers in commercial banking, corporate finance, financial planning, money management, investment banking and real estate.

Bauer also offers areas of concentration designed to meet the demands of the 21st century. Examples include:

**GLOBAL ENERGY MANAGEMENT.** For today's undergrad, energy is one of the fastest growing career sectors, and Bauer's Global Energy Management (GEM) program is the ultimate start. *BusinessWeek* has called the GEM initiative one of the nation's top four "niche" programs. The college offers a comprehensive four-year professional program, a two-year track within the finance major (resulting in a certificate in GEM) and a minor.

**RISK MANAGEMENT & INSURANCE.** Since 2003, RMI course offerings have provided a solid foundation for careers in the insurance field. RMI options include a two-year track within the finance major (resulting in a certificate) and a minor.

### THE COUGAR FUND AND OPEN OUTCRY

**COMPETITION.** Bauer has some blue-chip incentives for finance students who select grad school. The Cougar Fund, which allows MS Finance and MBA candidates to manage a multi-million-dollar private investment fund, has been home to the nation's #1 student stock analysis team, in the Chartered Financial Analyst Institute's Global Investment Research Challenge. *The Wall Street Journal* has placed Cougar Fund alumni on its list of America's top stock pickers.

And every year, undergraduate finance students get to practice their market prowess at the Houston Open Outcry competition, sponsored by CME Group Inc. and organized by the college's Finance Association student group. In a commodity trading challenge that simulates the frenetic, face-to-face trading of a real-life commodities market, they yell and scream, flash elaborate hand signals and negotiate split-second deals.

*A finance degree from Bauer—hey, that's an investment that will always pay dividends.*

### COURSEWORK OPPORTUNITIES:

- Corporate Finance
- Investment Management
- Personal Financial Planning
- International Finance
- Real Estate Finance
- Insurance Operations
- Risk Management
- Energy Trading

Bauer's Global Energy Management program lets students dig deep into an industry that dominates the Houston economy.

*I chose to get involved with the Bauer Ambassadors and Finance Association. Networking and continuously meeting new people gives you a full college experience.*

Tedric Breed  
Houston, TX





# LEARN HOW TO LEAD

## MANAGEMENT

Let's take a glimpse into your future. You graduate college, land your dream job and soon get a promotion for being an awesome team player. Suddenly, you're the boss. Yet no one has bothered to show you the ropes of management. At Bauer, we hear this scenario all the time, and we have a plan.

Our Bachelor of Business Administration degree in Management prepares you for the hoops and hurdles that inevitably come your way as a manager, administrator or executive. As any executive will tell you, being a manager is all about the people! By examining the behavior of people within formal organizations, the management degree equips you with the essentials of leadership — how to motivate and engage people, how to make tough decisions, how to adapt and respond to the work environment, how to handle stress and how to manage human resources in the public and private sectors.

With a management degree, you may choose virtually any industry—from healthcare and construction to engineering and financial services. Our management alumni have received offers as managers in a variety of public and private sector companies in jobs including human resource coordinators, meeting and event managers, account managers, property managers, revenue officers and inventory control managers.

### WE OFFER TWO SPECIALTY TRACKS IN MANAGEMENT:

#### The Leadership Track in Management

Organizations in all sectors have voiced concern regarding the apparent lack of leadership skills among their employees. The Leadership Track in Management addresses this need — through discussions of human resources management, ethics, leading change and global leadership. Plus, an entire course is devoted to developing your individual leadership skills.

#### The Human Resource Management Track

This track delves into legal issues, performance-management systems, compensation, training and staffing. What's the right way to hire and fire? How does your pay get determined? Which is the best way to motivate your employees? How can you not be a horrible boss? We cover those topics and plenty more.

*Everything you always wanted to know about leading the way but were afraid to ask. Hey, at Bauer we show you.*



*I chose Bauer because of the excellent alumni base and the connections that the school provides to Houston area companies.*

Iris Edelen  
Austin, TX

### COURSEWORK OPPORTUNITIES:

- Current Issues in Management
- Leadership Development
- Stress and Work
- International Management
- Human Resource Management
- Selection and Staffing

**When asked how employers would choose between equally qualified candidates, employers stated they would pick the one with leadership abilities.**

*National Association of Colleges and Employers 2010*

# Learn the changing world of technology

## MANAGEMENT INFORMATION SYSTEMS

**B**ecause technology has reinvented the way the world conducts business — and will continue to do so at warp speed — it is essential that Bauer remain at the forefront of connecting people, technology and organizations. And it is, through one of the college's fastest growing majors: management information systems (MIS).

While MIS careers — and salaries — are expected to expand at an accelerated rate, the mix of skill requirements has changed. Whereas programming once dominated the field, outsourcing has moved many such jobs overseas. Today, web, communication and database technologies are maturing, and their usage permeates all facets of business. The result: demand for MIS professionals has increased, but their roles are different. MIS is now a “people skill” rather than a purely “technical skill.” Our MIS program now trains “business analysts” rather than “programmers.”

Bauer's top-notch MIS program provides the skill sets for any of the following career tracks:

**ANALYST/PROJECT MANAGER.** This track is the most common path for MIS professionals. Most entry-level jobs for MIS majors fall into this category. After the analyst role, many MIS professionals become project managers (or senior consultants), assuming responsibility for an entire technology project's planning, including identifying business problems,

developing new system requirements, designing technical solutions and implementing completed systems.

**DATABASE TECHNOLOGIES.** Central to most every technology application is the database, where transaction and archival data resides. Database functions include adding and modifying data, searching and reporting, and creating backup and recovery plans.

**IT INFRASTRUCTURE.** This area involves work with communication networks, servers and storage systems. It continues to grow and offer new jobs as existing technologies mature and new infrastructure opportunities are implemented.

**IT CONSULTING.** Consulting firms are sought after for their expertise and provide another employment avenue for our graduates.

**CLOUD COMPUTING.** The cloud represents a new arena for technology jobs where data can be stored and retrieved from a remote cloud of shared servers and data storage.

**MOBILE APPLICATIONS.** The most vibrant new technology in IT is the emergence of mobile phone applications. Central to these types of applications are the business transaction processing uses for e-commerce and social networking.

*Hey, no matter which MIS specialty you choose, we've got you covered. At Bauer, we make it our business to be on the cutting edge of all things high tech.*

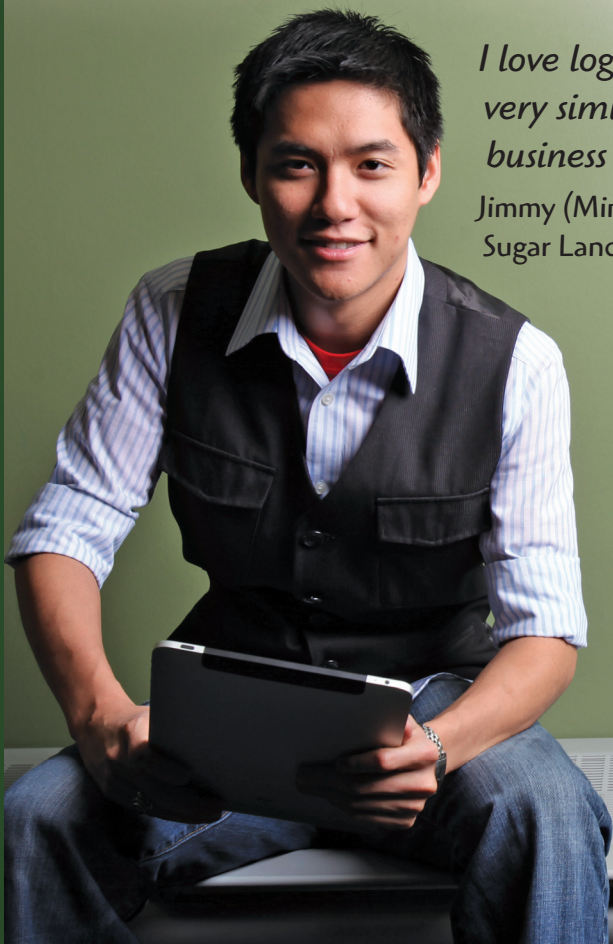
*I love logical puzzles like the Rubik's Cube, and developing code felt very similar to solving logical problems. Learning both logical and business aspects of programs is what enticed me to MIS.*

Jimmy (Ming-Chun) Hseuh  
Sugar Land, TX

### COURSEWORK OPPORTUNITIES:

- Systems Analysis and Design
- IT Project Management
- Transaction Processing Systems
- Database Applications
- IT Network and Security Infrastructure
- Mobile Applications
- Cloud and Collaboration Applications

Bauer's Management Information Systems Student Organization (MISSO) is one of the university's most dynamic student groups. Mixers, résumé sessions, networking events, community service projects: this group seems to have a social activity for every day of the week.



# LEARN THE ART OF MARKETING AND SALES

## MARKETING

If you think of the U.S. economy as a machine, marketing is the engine that drives it. Bauer's marketing majors focus on the movement of goods and services. They learn everything they need to know about conducting market research, developing marketing plans, analyzing buyers, using customer databases and the practice of advertising, promotion and communication.

Sales is a good option for students with marketing interests, and Bauer reigns supreme in that arena. The Program for Excellence in Selling (PES) — a premier specialty area in the Department of Marketing & Entrepreneurship — has the largest enrollment and highest corporate support of any university program in selling and sales management. PES prepares students for careers in selling, especially high-value, business-to-business sales. Students join the program through a competitive interview and selection process. Of approximately 1,200 students who take the introductory Professional Selling course each year, only 150 are admitted into the program. After acceptance, students participate in a specific sales course track within marketing and engage in various educational exercises outside the classroom that provide real-world experience.

In addition to sales, Bauer's marketing grads can pursue careers in retail merchandising or retail operations, market research and analysis, and marketing communications. And our marketing majors learn from the best: *The Chronicle of Higher Education* has ranked Bauer's marketing faculty No. 9 among leading research universities for scholarly productivity.

*Hey, just what you'd expect from a Carnegie-designated Tier One public research university.*

### COURSEWORK OPPORTUNITIES:

- Professional Selling
- Marketing Strategy and Planning
- Applied Buyer Behavior
- Marketing Research
- International Marketing
- Internet Marketing
- Advertising and Promotion Management

**Marketing majors benefit from a top-ranked research faculty and can master the art of selling.**

*After being accepted to several other business programs, I realized that no program in Texas could beat the education at Bauer or the opportunities and benefits of being in Houston.*

Alicia Karim  
Richmond, TX



# LEARN HOW TO MAXIMIZE THE FLOW OF GOODS AND SERVICES

## SUPPLY CHAIN MANAGEMENT

If Company X wants to compete with Company Y to make a product, it must analyze every step of the process for cost savings and efficiency. Building cars, for example, requires an assembly-line style of management — so that wheels, chassis and frame come together to drive out of the factory on time and on budget. This is where the study of Supply Chain Management (SCM) pays off. As globalization ratchets up competition, the demand for SCM majors has increased dramatically, and Bauer has responded with a fiercely competitive program of its own. Students can gain an edge on the job market by choosing one of three specialized certificate tracks and taking advantage of college-facilitated internships with major corporations.

### DEFINING THE CRAFT

What is SCM? It's the planning and control of all activities along the supply chain—a network of companies that produces, moves, stores and transforms materials into finished products and services for eventual consumption. SCM places a premium on effective communication, coordination

*I chose SCM as my major because I realized that Supply Chain is at the core of every business.*

Asad Ahmed  
Tomball, TX

and collaboration among networked companies. Bauer's professors know the ropes. Many of them come with decades of experience in the field. SCM graduates typically begin their careers in positions involving quality management, production and materials management, and strategic sourcing. Alumni have received offers as procurement specialists, production planning analysts, inventory control leads and sourcing analysts.

**Ever wonder how big-box retailers like Walmart and Costco keep prices so low? They have mastered the science of supply chain management. You can, too — at Bauer.**

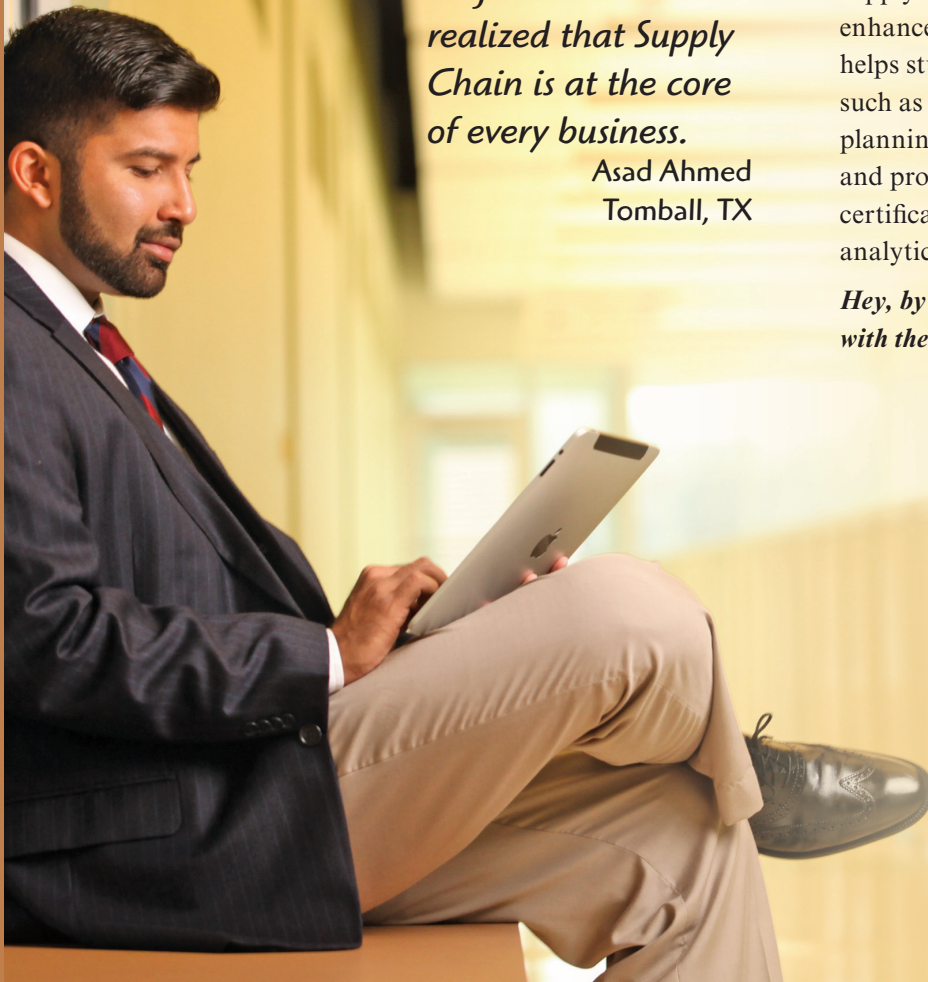
### GETTING A DEGREE

The SCM major builds on traditional areas of expertise that are part of the business degree: marketing, finance, accounting and strategic planning. From this foundation, the major teaches students to apply and integrate the fundamentals of supply chain management: quality management, productivity enhancement and time-based competition. The major also helps students apply in-depth analysis of operations decisions such as new product development, supply chain capacity planning, process technology planning, factory automation and production systems planning. Bauer offers specialty certificates in three areas: strategic sourcing, advanced analytics and energy supply management.

*Hey, by studying supply chain management, you don't just go with the flow. You master it.*

### COURSEWORK OPPORTUNITIES

- Service and Manufacturing Operations
- Project Operations
- Strategic Supply Management
- Strategic Process Management
- Enterprise Resource Planning
- Supply and Demand Integration
- Logistics Management



# HOUSTON ALUMNI ASSOCIATION

## BAUER ALUMNI

### AFTER GRADUATION— ALUMNI SUPPORT

The Bauer College Alumni Association (BCAA) supports the Bauer College and the University of Houston by working to build Cougar pride, provide quality events and programs, support the initiatives set forth by the UH President & Chancellor and increase overall membership by raising awareness of all of the success at Bauer. BCAA believes that the “Bauer Experience” should last a lifetime, which is why it works tirelessly to strengthen the relationship among and between Bauer’s 60,000+ alumni, Houston’s business community, current students, Bauer College, and the University of Houston. Hey, it’s not only “Once a Cougar, always a Cougar”...but Cougars doing business with Cougars!

**Financial Support:** BCAA provides financial support by organizing fundraising activities like the annual Ted Bauer Golf Classic each May. These funds go toward supporting student scholarships and endowments.

**Volunteerism:** BCAA members are engaged with the community, giving back to the university, college and city in a number of ways. The group has organized several volunteer initiatives, including activities supporting mentorship for low-income youth, rebuilding city parks and working with local food banks. BCAA members also give their time at Bauer, participating in student recruiting and career service events on campus.

**Events:** BCAA helps members and students catch up with old friends, meet new ones or simply network with fellow alumni and the business community. It offers a variety of events throughout the year for members, business colleagues, their families and students, including monthly networking breakfasts, Cougar Power Hours, football tailgates, speaker series at Bauer and other special events throughout the year.

[www.baueralumni.com](http://www.baueralumni.com)

**ALUMNI LEADERS** You’ll find more Bauer alumni in leadership positions across a broad spectrum of companies than any other business school in Houston.



**Samuel A. DiPiazza, Jr.**  
MS ACCY '73  
Retired CEO,  
PricewaterhouseCoopers;  
Vice Chairman,  
Institutional Clients  
Group, Citi



**Ady Fisberg**  
BBA '08  
Brand Coordinator  
SCI Hispana



**Patrick Gonzales**  
MBA '06  
Manager  
Enaxis Consulting



**James Hong**  
BBA '05,  
Financial Advisor  
and Owner,  
Hong Financial



**Karen Katz**  
MBA '82  
President & CEO,  
Neiman Marcus Stores



**Fran Keeth**  
BBA '77, MS ACCY '80,  
JD '88  
Retired CEO,  
Shell Chemicals Inc.



**Gerald McElvy**  
BBA '75  
Retired President,  
ExxonMobil Foundation



**Jack B. Moore**  
BBA '77  
President, Chairman,  
& CEO,  
Cameron



**Dominic Ng**  
BBA '80  
Chairman, President  
& CEO,  
East West Bancorp



**Richard Rawson**  
BBA '72  
President,  
Insperity



**Pilar Sosa**  
BBA '08  
Client Relations Analyst  
Northwestern Mutual



**Jeremy Sturgill**  
BBA '06  
DoD Project Analyst  
Benefit Recovery



**Ashley Sutton**  
BBA '09,  
Marketing Associate,  
Fisher-Price



**Trey Wilkinson**  
BBA '92, MBA '02  
President & CEO,  
Trinity Legacy Partners,  
LLC

## BAUER BUSINESS HONORS PROGRAM



*Bauer Honors Annual Freshman "Fete" Welcome Party*

The Bauer Business Honors Program combines a liberal arts foundation from The Honors College with specialized business curriculum. Bauer Honors students receive a first-rate education and gain a competitive advantage when entering the corporate world or pursuing graduate school.

**EXCLUSIVE ACCESS.** Honors students experience the individual attention of a small college environment while

still benefiting from the resources of a large university. Honors College members enjoy smaller classes (max of 24 students), access to Honors residence halls, reserved social and study areas, priority registration and more.

**INSPIRING CLASSES.** Honors courses offer a personalized learning environment where students are motivated to delve deep into the material — and interact closely with superb faculty members. Bauer Honors students can participate in engaging research, case studies and intensive writing assignments. An optional honors thesis provides the chance to work one-on-one with a senior faculty member.

**A SENSE OF COMMUNITY.** From the moment you meet your classmates at our annual Freshman Fete welcome reception, you will be part of a close-knit network of students, faculty, staff and alumni. Bauer Honors students have fun and make lasting connections. Our ample opportunities to interact with Bauer Honors alumni and corporate friends can also lead to future job or internship placement.

[www.bauer.uh.edu/honors](http://www.bauer.uh.edu/honors)

## LEADERSHIP

People are always talking about “the leaders of tomorrow.” At Bauer, we want to make you a leader today! The college is committed to providing opportunities for students to develop their leadership abilities no matter what level of experience they have. Here are some exciting choices to consider:

**TED BAUER LEADERSHIP CERTIFICATE PROGRAM.** Named for the college’s benefactor, the program allows students to earn this prestigious certificate within one year among a community of fellow leaders. The first semester consists of a leadership core curriculum while the second semester offers a variety of skill building and developmental workshops to address students’ unique needs. Students gain a deeper understanding of their strengths and ability to lead through a series of interactive leadership opportunities. [www.bauer.uh.edu/tblcp](http://www.bauer.uh.edu/tblcp)

### **UP NEXT™ ACADEMIC SUCCESS PROGRAM AND EMERGING LEADERS ACADEMIC SUCCESS PROGRAM.**

These two programs provide a successful transition to college for freshmen and to a four-year institution for transfer students from community colleges and lay a foundation for leadership development. Up Next™ is in partnership with The Princeton Review. Students who participate in one of these two programs have improved retention and higher grades at the end of their first year than non-participants, and are better prepared to be student leaders in the college.

[www.bauer.uh.edu/upnext](http://www.bauer.uh.edu/upnext) and [www.bauer.uh.edu/elasp](http://www.bauer.uh.edu/elasp)

### **STUDENT ACTIVITIES AND SCHOLARSHIPS.**

Bauer’s 25 student organizations—from the Finance Association to the Hispanic Business Student Association—provide wonderful opportunities for learning the responsibilities and social graces of leadership. The yearly LeaderShape Institute also imparts the values of leading with integrity. Leadership skills can also lead to scholarships. [www.bauer.uh.edu/bsa](http://www.bauer.uh.edu/bsa)

*The LeaderShape Institute*



## ROCKWELL CAREER CENTER

College is not just about getting a degree; it's about making your mark in the real world. Bauer's dedicated career resource, the Rockwell Career Center (RCC), eases the transition from the classroom to the real world by offering a wide spectrum of career development, job search and networking services. Have a look:

**CAREER COUNSELING.** Not sure what profession is right for you? The RCC staff can help with every step of the career development process. Workshops, mock interviews, internships, online resources and award-winning résumé development programs are all part of the resources available to Bauer students.

**JOB SEARCH ASSISTANCE.** What about finding a job? Our facts are amazing. Each year, more than 1,000 jobs and internships are posted through the college, and the center facilitates nearly 2,000 campus interviews. All



*Rockwell Career Center Lobby*

told, more than 5,000 employers are connected into Bauer's job network and recruit directly through the college. At the same time, more than 200 companies participate in the Business Career Fairs each year, and students may also attend university-wide and major-specific recruiting events as well. Each student has personal access to the Bauer Career Gateway and other online resources, which link them to job and internship postings. [www.hirebauer.com](http://www.hirebauer.com)



*RCC's Business Career Fair*



*RCC's Résumé Round-Up Sessions*

## STUDY ABROAD PROGRAMS

Imagine taking what you've read in textbooks and seeing it in action across the globe. That's what students in Bauer Study Abroad get to do! If you want to immerse yourself in the business of another culture and experience the true meaning of globalization, our study abroad programs offer exciting possibilities. Foreign studies help us better understand our place on the planet, and Bauer's programs are fun, life-changing experiences that can lead to networking opportunities and lasting friendships.

In addition to Bauer-specific and other UH faculty-led programs, the UH Office of International Studies and Programs (OISP) has relationships with affiliated study abroad organizations, which have established programs all over the world. With most of these programs, students are able to enroll in and receive UH credit for their study abroad courses. [www.uh.edu/studyabroad](http://www.uh.edu/studyabroad)

**HOW IT WORKS.** Your time on foreign ground is a continuous loop of site visits, meetings with government officials and chances to observe local economies. There's not a minute to lose.

### POTENTIAL DESTINATIONS:

#### **CAMBODIA-MALAYSIA-SINGAPORE-VIETNAM.**

Participate in seminars led by seasoned scholars. Meet Southeast Asian college students and UH alumni working in the region. Explore the global cities of Singapore, Kuala Lumpur and Ho Chi Minh City, and visit UNESCO world heritage sites like Angkor Wat.

#### **BUDAPEST-PRAGUE-FRANKFURT-PARIS.**

Learn about Europe's headline-grabbing economy by visiting two founders of the European Union and two newcomers from Eastern Europe—in four beautiful cities.

## BAUER COLLEGE ADMISSIONS

Requirements for admission into Bauer College are higher than standard UH requirements. All students who:

1) apply via the ApplyTexas Application and are accepted to UH, 2) request business as their major of choice on their application, and 3) meet all Bauer College admission requirements are admitted to UH as Pre-Business majors and are considered members of Bauer College. After becoming Pre-Business, students then change their major to a specific area (Accounting, Entrepreneurship\*, Finance, Management, Marketing, Management Information Systems, or Supply Chain Management), ideally before or during their junior year.

**HOW TO APPLY** The process of admission into Bauer College from high school or another college or university occurs solely within the UH Office of Admissions via the ApplyTexas Application. Application and admission FAQ's are found at [www.uh.edu/admissions](http://www.uh.edu/admissions).

**DAYTIME PROGRAM REMINDER** The BBA Degree Program at UH-Main campus is a daytime program — we offer a very limited number of early evening and online courses. Students who wish to complete their degree primarily at night, on weekends, or at home should consider other schools to pursue their degree, including other UH System campuses.

In addition, due to state law requirements regarding timely degree plan selection and our commitment to student success inside and outside of the classroom, we strongly recommend that business students maintain **full-time status** (12 credit hours or more per fall and spring semesters).

*\*Admission to our nationally ranked Entrepreneurship major is competitive. Approximately 35 students are selected annually into the program based on committee review. Students may apply once they have completed the junior-level Introduction to Entrepreneurship course.*

### FRESHMAN ADMISSIONS

Prospective freshman students are admitted to Bauer College based on specific minimum SAT/ACT scores and class rank in school (or individual review). Individual reviews are only conducted if a student has the minimum SAT/ACT score but does not have a class ranking. No interviews are required.

[www.uh.edu/admissions](http://www.uh.edu/admissions) > Undergraduate Admissions > Freshman Admissions > Admissions Criteria > Special Major Requirements

### BAUER BUSINESS HONORS PROGRAM ADMISSIONS

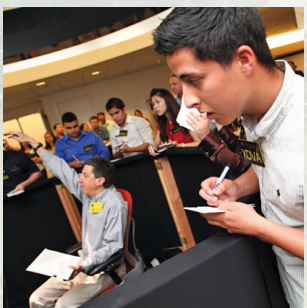
Students who apply and are admitted to both Bauer College and The Honors College are automatically admitted into the Bauer Business Honors Program. Students must be members of The Honors College to be part of the program. For complete details regarding admission to The Honors College, visit [www.uh.edu/honors](http://www.uh.edu/honors).

### TRANSFER ADMISSIONS

Prospective transfer students are admitted to Bauer College based on a specific minimum transfer GPA on their last 60 hours of all college-level work (or less if they have achieved less than 60 hours). The calculation of transfer GPA includes ALL transfer work, including courses that did not transfer because of a low grade. In addition, grades of "I" (Incomplete) are calculated as grades of "F".

[www.uh.edu/admissions](http://www.uh.edu/admissions) > Undergraduate Admissions > Transfer Admissions > Admissions Criteria > Special Major Requirements

**WHAT COURSES TRANSFER?** For extensive information regarding transfer equivalency for our business degree plan, visit [www.bauer.uh.edu/prospective](http://www.bauer.uh.edu/prospective) > Undergraduate > Transfer Students > What Courses Transfer?





## INTERNATIONAL ADMISSIONS

Prospective international students are admitted to UH and Bauer College based on a variety of factors. Students should research specific admissions criteria by visiting the UH International Admissions website [www.uh.edu/admissions](http://www.uh.edu/admissions) > [International Students](#)

For more information on studying business in the United States and UH admissions steps, visit [www.bauer.uh.edu/prospective](http://www.bauer.uh.edu/prospective) > [Undergraduate](#) > [International Students](#)

## CURRENT UH STUDENT ADMISSIONS ("CHANGE OF MAJOR")

Current UH students wishing to change their major to Pre-Business must meet the same minimum GPA standards as transfer students, meet certain internal requirements and have a specific established UH cumulative GPA. Online applications are accepted during specific time periods throughout the academic year:

[www.bauer.uh.edu/prospective](http://www.bauer.uh.edu/prospective) > [Undergraduate](#) > [Current UH Students](#)

## RETURNING/FORMER STUDENT ADMISSIONS

Students who previously attended UH-Main Campus but have not attended within the last 13 months must reapply to UH. Students must meet current Bauer College re-entry requirements, as well as a minimum GPA on their previous coursework. Former undergraduate students who are returning from Academic Suspension must reapply regardless of when they last attended UH. Students will also need to meet college-specific re-entry requirements and deadlines:

[www.uh.edu/admissions](http://www.uh.edu/admissions) > [Former Student Admissions](#)

## BUSINESS COLLEGE SCHOLARSHIPS

In addition to university scholarships, Bauer College has its own scholarship program! Scholarships are awarded to newly admitted and current students, and can be awarded based on factors such as merit, financial need, GPA, major or field of interest, community involvement, career goals, leadership skills or membership in Bauer student organizations. Students only need to complete one application to be considered for every business scholarship for which they qualify.

**WHO IS ELIGIBLE?** Every student who is either admitted to or currently enrolled in Bauer College is encouraged to apply!

For application and additional information, visit [www.bauer.uh.edu/scholarship](http://www.bauer.uh.edu/scholarship).

### BAUER EXCELLENCE SCHOLARSHIPS (BES)

Bauer Excellence Scholarships (yearly, undergraduate, renewable scholarships totaling up to \$10,000 per academic year) are available to select incoming freshman students who achieve above and beyond the minimum admission standards required for entrance into Bauer.

For complete information on student eligibility and stipulations, visit: [www.bauer.uh.edu/prospective](http://www.bauer.uh.edu/prospective) > [Undergraduate](#) > [High School Students](#) > [Bauer Excellence Scholarships](#)



## VISITING BAUER

### UH ADMISSIONS EVENTS

Have you seen the REAL UH? Field trips, concerts, and summer programs don't count! Come visit UH via a tour of campus or attendance at open houses and other university-wide events offered by the UH Office of Admissions. Certain events also include a group, guided tour of Bauer College. More information is available online at [www.uh.edu/admissions](http://www.uh.edu/admissions).

### SELF-GUIDED TOURS

Want to come check out Bauer at your own pace? Self-guided tour pamphlets are available to visitors at the Office of Undergraduate Business Programs (Second Floor, Suite 262 Melcher Hall) or for download online. Our buildings are open every day except Sunday. For more information, visit [www.bauer.uh.edu/prospective](http://www.bauer.uh.edu/prospective).



*High school students at the Bauer Summer Business Institute*



*Cemo Hall*

### BAUER HONORS PROGRAM COMPREHENSIVE VISITS

Students interested in membership in The Honors College can contact [bauerhonors@uh.edu](mailto:bauerhonors@uh.edu) for a comprehensive visit to campus, which can include tours of UH, Bauer College and The Honors College, as well as business honors class visitation and meetings with program staff.

[www.bauer.uh.edu/honors](http://www.bauer.uh.edu/honors)

### UH BAUER SUMMER BUSINESS INSTITUTE

Looking for an experience, not just a visit? High school sophomores and juniors interested in careers in business are invited to apply for our yearly Bauer Summer Business Institute. The UH BSBI is a three-day summer enrichment program for students to build their college résumés as well as learn about the real world of business via site visits, leadership and career training, and more!

[www.bauer.uh.edu/summercamp](http://www.bauer.uh.edu/summercamp)

*Melcher Hall*



**FOR MORE INFORMATION:**

**VISIT [WWW.BAUER.UH.EDU/PROSPECTIVE](http://WWW.BAUER.UH.EDU/PROSPECTIVE)**

**CONTACT [CONNECT@BAUER.UH.EDU](mailto:CONNECT@BAUER.UH.EDU)**

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