

Our College.
Your Home.

BAUER
COLLEGE OF BUSINESS
UNIVERSITY of HOUSTON



“ I WANT TO MAKE A DIFFERENCE ”





WELCOME TO THE #BAUERFAMILY

On behalf of everyone at the C. T. Bauer College of Business, I'd like to say — welcome to the #BauerFamily.

As you research Bauer College and talk to our students, faculty and staff, you'll likely notice the phrase "Where Awesome Happens" continues to pop up. These three words, first used by our students to describe this place, have become the most fitting way we can describe all of the excitement and energy happening here. I know that you'll get a good sense in this viewbook of how "awesome" the student experience is at Bauer College.

Here, you will no doubt gain strong business acumen and an understanding of the global marketplace. You will also have the opportunity to truly experience what it is to put those skills into action. Your Bauer 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, startups, sales, investment, business consulting and more. Your alumni network from Bauer is nearly 60,000 strong and includes c-suite executives of leading companies, as well as entrepreneurs, innovators and professionals in nearly every sector.

Our students have many reasons to be proud. We are committed to maintaining this as the place "Where Awesome Happens," and in doing so, ensuring your success as a student and ultimately, a proud alumnus, of Bauer College.

Latha Ramchand

Dean and Professor, Finance
C. T. Bauer College of Business
University of Houston
A Carnegie-designated Tier One
research university



HOME SWEET HOME

In addition to the general education courses that all UH students take for a degree, the Bachelor of Business Administration (BBA) degree at the University of Houston includes instruction in computer technology, basic accounting, economics, business math, statistics, public speaking, business law and ethics, and globalization. With regard to specific majors, BBA students select courses relating to one (or more) of seven functional areas in business.

Business minors and study abroad opportunities are also available to supplement any business degree.

MAJORS

- ACCOUNTANCY & TAXATION
- ENTREPRENEURSHIP (REQUIRES ADMISSION VIA INTERVIEW)
- FINANCE
- MANAGEMENT
- MANAGEMENT INFORMATION SYSTEMS
- MARKETING
- SUPPLY CHAIN MANAGEMENT

MINORS

- ACCOUNTING
- FINANCE
- HUMAN RESOURCE MANAGEMENT
- LEADERSHIP
- MANAGEMENT
- MANAGEMENT INFORMATION SYSTEMS (MIS)
- MARKETING
- PERSONAL FINANCIAL PLANNING
- RISK MANAGEMENT AND INSURANCE
- SALES (REQUIRES ADMISSION VIA INTERVIEW)
- SUPPLY CHAIN MANAGEMENT



TOP 10

ENTREPRENEURSHIP PROGRAM

(PRINCETON REVIEW ENTREPRENEUR MAGAZINE, TOP 25)

#1

TOTAL MINORITY DEGREES AWARDED

(DIVERSE ISSUES IN HIGHER EDUCATION, 2015)

#19

SUPPLY CHAIN MANAGEMENT PROGRAM

(GARTNER INC, 2016)

5,027

UNDERGRADUATE STUDENTS

49.8%

FEMALE STUDENT POPULATION

50.2%

MALE STUDENT POPULATION

139

FULL-TIME FACULTY

1253

AVERAGE SAT SCORE

24

STUDENT ORGANIZATIONS

80

COUNTRIES REPRESENTED BY BAUER STUDENTS

DEMOGRAPHICS

WHITE / NON-HISPANIC

23%

ASIAN/PACIFIC ISLANDER

28%

HISPANIC

30%

11%

MULTI-ETHNIC / INTERNATIONAL / UNKNOWN

7%

BLACK / NON-HISPANIC

The Bauer College of Business is as diverse and international as the City of Houston. Nearly three-fourths of our students are ethnic minorities or international students. They represent nearly 80 countries and speak 66 languages. Bauer College is one of the big reasons why the University of Houston is one of the most diverse research universities in the country.

ACCOUNTING

If you're interested in a career in accounting, you'll need to learn not only how to capture, summarize, and report financial information for use in charting an organization's future, but you'll also need to understand how to identify and diagnose potential accounting problems, communicate financial results and recognize ethical and regulatory dilemmas. Our BBA in Accounting is designed to prepare you for a successful career in accounting and to pass the rigorous examination to become a Texas Certified Public Accounting or Certified Internal Auditor. We'll prepare you to speak the language of business and connect you to accounting job opportunities in top CPA firms, oil and gas, healthcare, environmental research and other exciting fields.



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





PROGRAM OPTIONS

BACHELOR OF BUSINESS ADMINISTRATION

ACCOUNTING, BBA

PROFESSIONAL PROGRAM IN
ACCOUNTANCY (PPA), BBA

MINORS

ACCOUNTING

CERTIFICATES

INTERNAL AUDITING

OIL & GAS





PROGRAM OPTIONS

BACHELOR OF BUSINESS ADMINISTRATION

ENTREPRENEURSHIP, BBA

*Administered through the nationally ranked Cyvia and Melvyn Wolff
Center for Entrepreneurship (WCE)*

CERTIFICATES

*CORPORATE ENTREPRENEURSHIP
SOCIAL ENTREPRENEURSHIP
TECHNOLOGY ENTREPRENEURSHIP*



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



Every April, students from the WCE hold Wolfffest, an annual event that is part of the program's capstone course. The event requires student teams to launch pop-up restaurant stands on campus and compete to see who can earn the most revenue and execute their best business plans.

ENTREPRENEURSHIP

If you want to be your own boss, study entrepreneurship. Administered through the nationally ranked Wolff Center for Entrepreneurship (WCE), the major is designed for students who hope to open or expand their own businesses. The program follows the concept of team teaching, guest lectures and intensive mentoring, combining academic rigor with the real-world perspective of experienced entrepreneurs.



PROGRAM OPTIONS

BACHELOR OF BUSINESS ADMINISTRATION

FINANCE, BBA

MINORS

FINANCE

PERSONAL FINANCIAL PLANNING

RISK MANAGEMENT @ INSURANCE (RMI)

TRACKS

COMMERCIAL BANKING

GLOBAL ENERGY MANAGEMENT (GEM)

PERSONAL FINANCIAL PLANNING

RISK MANAGEMENT @ INSURANCE (RMI)



FINANCE

By studying finance, you're preparing to work with (and become!) decision makers within organizations. Our BBA in Finance provides students with both the theory and application of finance and investment decisions of individuals, corporations and nonprofits. You'll analyze risk, investment cost and benefits, and securities management, and you'll learn more about financial institutions and their operations, with an emphasis on understanding decision processes and financial markets and developing optimal decisions.



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



www.bauer.uh.edu/management



MANAGEMENT

Students in this program leave ready for general management and management trainee positions. Our BBA in Management focuses on individual and group behavior within organizations, with emphasis on how to apply leadership, human resources and strategic management theory and research to management practice.



PROGRAM OPTIONS

BACHELOR OF BUSINESS ADMINISTRATION

MANAGEMENT, BBA

MINOR

MANAGEMENT

HUMAN RESOURCE MANAGEMENT

LEADERSHIP

TRACKS

HUMAN RESOURCE MANAGEMENT

LEADERSHIP





PROGRAM OPTIONS

BACHELOR OF BUSINESS ADMINISTRATION

MANAGEMENT INFORMATION SYSTEMS (MIS), BBA

MINOR

MANAGEMENT INFORMATION SYSTEMS (MIS)





MANAGEMENT INFORMATION SYSTEMS

Across industries, the demand continues to grow for professionals who understand both the technical and business implications of management information systems. Through our BBA in Management Information Systems, students learn about IT infrastructure, consulting, and audit and compliance procedures, graduating ready to work in highly interconnected and competitive global environments, applying their skills across entire organizations and providing companies with a broad understanding of their respective industries.



To learn more about
this program, visit
www.bauer.uh.edu/disc



PROGRAM OPTIONS

BACHELOR OF BUSINESS ADMINISTRATION

MARKETING, BBA

MINORS

MARKETING

PROGRAM FOR EXCELLENCE IN SELLING (PES)



Twice a year, Bauer's Program for Excellence in Selling holds the PES Open, a golf tournament that brings together companies and sponsorships that the students, through live selling, recruit themselves.



MARKETING

By studying marketing, you're not only learning how to connect goods and services to consumers — you help to build, drive and sustain the relationships within organizations. Students in our BBA in Marketing program focus on topics like conducting market research, analyzing buyers, using customer databases, professional selling, managing selling operations, marketing internationally and formulating marketing strategies. After graduating, you'll be ready to pursue a career in sales, retail, marketing research and analysis, or marketing communications.

SUPPLY CHAIN MANAGEMENT

Through our BBA in Supply Chain Management, you'll learn about all of the activities needed to provide goods and services in the economy. This major includes courses in logistics management, business modeling and analysis, strategic supply management, demand and supply integration, managing productivity and quality, and supply chain strategy. These courses provide the foundation for students to specialize in energy supply management, strategic sourcing or business analytics.



www.bauer.uh.edu/disc





PROGRAM OPTIONS

BACHELOR OF BUSINESS ADMINISTRATION

SUPPLY CHAIN MANAGEMENT, BBA

CERTIFICATES

BUSINESS ANALYTICS

ENERGY SUPPLY MANAGEMENT

STRATEGIC SOURCING

MINORS

SUPPLY CHAIN MANAGEMENT





IS WHERE





THE IS

Ready to join the #BauerFamily? We'll take you places — our students have strong connections to community and industry in Houston, and through internship and study abroad programs, you'll find yourself on the adventure of a lifetime.



MAKE MEMORIES WITH PROGRAMS AND RESOURCES

Bauer students don't just go to class — they explore the world while enhancing their business degrees through unique specialty programs.

BAUER IN D.C.

This internship program is an experiential and academic opportunity that sends outstanding undergraduate students to Washington, D.C., for a semester-long internship. Our participants work full-time for an organization they select, all while earning course credit. Visit www.bauer.uh.edu/dc to learn more.

BAUER HONORS PROGRAM

This specialized program for business majors and minors combines a solid liberal arts foundation from The Honors College with specialized business curriculum. Visit www.bauer.uh.edu/honors to learn more.

TED BAUER LEADERSHIP PROGRAM

Named for the college's benefactor, this program allows students to earn this prestigious certificate within one year among a community of fellow leaders. Visit www.bauer.uh.edu/tblcp to learn more.





UH

EMERGING LEADERS ACADEMIC SUCCESS PROGRAM (ELASP)

Our first-year experience program is designed to provide new Bauer students with the tools and resources needed to accomplish all of their goals. Visit www.bauer.uh.edu/elasp to learn more.

LEARNING ABROAD

UH learning abroad programs give students an opportunity to learn about local business practices “on the ground” by immersing students in local culture, with on-site visits to local businesses and meetings with government officials. Visit www.uh.edu/learningabroad to learn more.

ROCKWELL CAREER CENTER

The Rockwell Career Center offers a wide variety of career development, job search and networking services to Bauer. Visit www.hirebauer.com to learn more.

STUDENT ORGANIZATIONS

Bauer students have the opportunity to connect personally and professionally through over 25 student organizations—from the Finance Association to the Hispanic Business Student Association to the Women’s Energy Network. Visit www.bauer.uh.edu/bsa to learn more.



STAND OUT WITH BAUER COLLEGE SCHOLARSHIPS

In addition to university scholarships, Bauer College has its own scholarship program. We award scholarships to students in every major in business, based on factors including 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. Most scholarships are one-time/non-renewable awards ranging from \$250–\$5,000.

For application and additional information regarding eligibility, visit www.bauer.uh.edu/scholarship.



BAUER EXCELLENCE SCHOLARSHIPS (BES)

Bauer Excellence Scholarships are yearly undergraduate renewable scholarships totaling up to \$10,000 per academic year that are available to select incoming freshmen students who achieve above and beyond the minimum admission standards required for entrance into Bauer College. For more information, visit www.bauer.uh.edu/bes.

MEET US

VISITOR INFORMATION

BAUER KICKOFF EVENT

Interested in learning about Bauer College while enjoying a football game? Join us for our Bauer Kickoff Event. The day includes an open house, where we provide a short information session and Bauer tour. After that, everyone joins us for a tailgate celebration before a UH Cougar football game. To learn more information about this event, email bba@uh.edu.

BAUER TOURS OR SELF-GUIDED TOURS

Want to learn about Bauer College at your own pace? Schedule a tour with Bauer College at bba@uh.edu or you can take a self-guided tour by grabbing a pamphlet available to visitors at the Office of Undergraduate Business Programs (second floor, suite 262, Melcher Hall) or online. Our buildings are open every day except Sunday. For more information, visit www.bauer.uh.edu/prospective.

CLASS VISITATION

Want to see what it would be like to take a class at UH and Bauer College? Contact bba@uh.edu to schedule a time to sit in on a real Bauer class.

HIGH SCHOOL FAIRS

Visit our prospective student website to see when we are visiting your high school to meet with someone from our recruitment team who can answer any questions you may have about our programs.

EXPLORE SUMMER INSTITUTES

Bauer College offers three residential summer enrichment programs for high school students to pursue business education and special topics. If you are interested in attending one of the institutes, visit www.bauer.uh.edu/undergraduate/prospective-students/high-school/summer-camps.

UH ADMISSION EVENTS

Have you seen the real UH? Field trips, concerts and summer programs don't count! Visit UH via a campus tour or 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.





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SUPPLY CHAIN MANAGEMENT

MINORS

ACCOUNTING
FINANCE
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C. T. Bauer College of Business

4750 Calhoun Road, Room 334
Houston, TX 77204-6021

bauer.uh.edu