



C. T. Bauer College of Business
UNIVERSITY OF HOUSTON

THE FUTURE IS OUR BUSINESS™

ENVISIONING THE FUTURE

The future of business shouldn't be predicted — it should be created.

At the C. T. Bauer College of Business, **The Future Is Our Business**. That's why we've reimagined our programs, recruited leading scholarly minds to our faculty and created a portfolio of student success initiatives. We are shaping the world of business tomorrow, today.

RISING IN RANKINGS



- **#1 IN ENTREPRENEURSHIP**

For four consecutive years, Bauer College's Cyvia and Melvyn Wolff Center for Entrepreneurship has been #1 in the nation on *The Princeton Review's* list published in *Entrepreneur*.

- **#1 IN TEXAS**

Poets@Quants ranks the Bauer College BBA program #1 in Texas and #14 nationally among public business schools.

- **A 12-SPOT LEAP**

The Bauer Full-Time MBA Program jumped 12 places in the latest *U.S. News & World Report* Best Graduate Business Schools ranking, from #45 among public schools to #33, and #64 overall.

- **STRIDES IN ONLINE EDUCATION**

One year after we launched our Online Master of Science in Business Analytics, *Fortune* has included the program on a list of the best nationally, at #11. Bauer Online MS Programs overall climbed 41 spots in the *U.S. News & World Report* ranking, landing in the Top 75.

- **TOP 10**

For the first time, *Gartner* has ranked the Bauer undergraduate supply chain management program #9 in the nation.

REAL WORLD RESEARCH



● **OUTSTANDING INTELLECTUAL CONTRIBUTIONS**

Department of Decision & Information Sciences Associate Professor Ricky (Yinliang) Tan has earned the 2022 *Information Systems Society (ISS) Sandy Slaughter Early Career Award*, honoring early career individuals who are on a path toward making outstanding intellectual contribution to the discipline.

● **CHAIRMAN OF THE BOARD**

Department of Accountancy & Taxation Senior Professor of Practice Mohan Kuruvilla has been elected the 2024-2025 Chairman for Texas Society of Certified Public Accountants, one of the nation's largest societies of accounting and finance professionals, and the largest and most influential in Texas.

● **RIGOROUS SCHOLARSHIP**

Bauer Associate Dean of Research and Professor of Marketing Vanessa Patrick has received the 2022-2023 *American Marketing Association Consumer Behavior SIG Research in Practice Award*, recognizing a rigorous scholarship article that contributes significantly to marketing practice.

● **PROMINENT MARKETING RESEARCH**

Michael J. Cemo Associate Professor of Marketing Seshadri Tirunillai has been named a Marketing Science Institute (MSI) Scholar, an accolade that recognizes the most prominent mid-career scholars worldwide in the field of marketing.

STUDENT-CENTERED EXPERIENCE



● **CYVIA AND MELVYN WOLFF CENTER FOR ENTREPRENEURSHIP**

This powerhouse program positions students for success through a blend of rigorous academic curriculum and real-world experience.

● **A.R. "TONY" AND MARIA J. SANCHEZ PROGRAM FOR EXCELLENCE IN SELLING**

Every student in our competitive sales program engages in live selling, leveraging technology and the latest tools to meet quotas as part of their course grade.

● **EMERGING LEADERS ACADEMIC SUCCESS PROGRAM**

ELASP eases the transition from high school to college by getting students connected and engaged in their first two semesters.

● **BAUER UNDERGRADUATE MENTOR PROGRAM**

Our newly launched mentorship program matches undergraduates with alumni, college partners, faculty and staff to serve as mentors.

● **EXECUTIVE MENTORING PROGRAM**

We pair senior business leaders and executives from the Bauer College Board with Bauer MBA and MS students to provide mentorship as they enter the next stage of their careers.