

Y3

2020 • 2021 • 2022 • 2023 • 2024 • 2025

THE FUTURE IS OUR BUSINESS™

STRATEGIC PLAN REPORT

YEAR 3



C. T. Bauer College of Business
UNIVERSITY OF HOUSTON



**THE FUTURE
IS OUR BUSINESS™**

BAUER.UH.EDU/STRATEGICPLAN

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LETTER FROM THE DEAN

GREETINGS!

Three years ago, we launched the **2020-2025 Bauer College Strategic Plan**, a bold plan and a call to action to transform lives, advance organizations and better society. We also continue reinforcing our branding message **"The Future Is Our Business,"** a mandate for all of us at the Bauer College to shape the rapidly-changing world of business of tomorrow, through leading-edge programs and innovative thinking, today. Once again, we want to strengthen our commitment to help define the future of business and empower our students to succeed in their own careers, and to create and furnish the jobs of tomorrow.

Despite challenges faced worldwide over the last couple of years, due to the pandemic, we were able to move forward to break into the **Top 50 national and international rankings** in virtually all areas, establishing Bauer as a *tour de force* in academics and research. And this year, we continued to climb in national and international rankings, which speaks to our excellence. Most recently, we ranked **#14 nationally** and **#1 in Texas** among public business schools in the *Poets&Quants* Best Undergraduate Business Schools 2023, the best *P&Q* public rank Bauer has ever received, as well as an impressive leap of our **Full-Time MBA Program of 22 places** on the *U.S. News & World Report's* Best Graduate Schools rankings!

In addition to reaching our best rankings ever, we also experienced a very strong enrollment growth and outstanding placement, retention, and graduation rates to date. Notably, we reached an unprecedented **99% placement** among our undergraduate students.

And in our commitment to diversity, equity, and inclusion, we have been recognized in the **Top 10 business schools** with the **highest number of women (#1), first-generation college students (#4)** and **minorities (#9)**, and also received the Diversity in Business Award from the *Houston Business Journal*.

These great achievements are aligned with our overarching goal of becoming a **world-class business school among the very top in the nation**. We have reached new heights, and we will continue our work to take the Bauer College to the next level of excellence, because we know that, **The Future Is Our Business!**

Sincerely,

Paul A. Pavlou

Paul A. Pavlou, Ph.D.

Dean and Cullen Distinguished Chair Professor
C. T. Bauer College of Business
University of Houston



OUR OVERARCHING GOAL

BE A WORLD-CLASS BUSINESS SCHOOL, AMONG THE VERY TOP IN THE NATION.

TO BECOME A TOP 50 BUSINESS SCHOOL IN FIVE YEARS AND AMONG THE TOP 25 IN TEN YEARS.

SOME OF OUR RECENT NOTABLE RANKINGS:

FULL-TIME MBA PROGRAM (FTMBA)

U.S. NEWS & WORLD REPORT

- #33 - Among Public Business Schools

BLOOMBERG

- #5 - Diversity
- #28 - Among Public Business Schools

FORTUNE

- #25 - Among Public Business Schools

POET&QUANTS

- #37 - Among Public Business Schools

The Full-Time MBA program recently tied for **#33** among public business schools by *U.S. News & World Report's* Best Graduate Business Schools 2023-2024 list. *Bloomberg* ranked the FTMBA **#5** in the nation for diversity, and **#28** among public business schools (Best B-Schools 2022-2023); while *Fortune* placed it as **#25** among publics. The program jumped 23 spots in the 2022-2023 *Poet&Quants* ranking of rankings to **#37** among public schools, earning the "Most Improved" distinction.

PROFESSIONAL MBA PROGRAM (PMBA)

U.S. NEWS & WORLD REPORT

- #26 - Among Public Business Schools

FORTUNE

- #20 - Among Public Business Schools
- #30 - Overall in U.S.

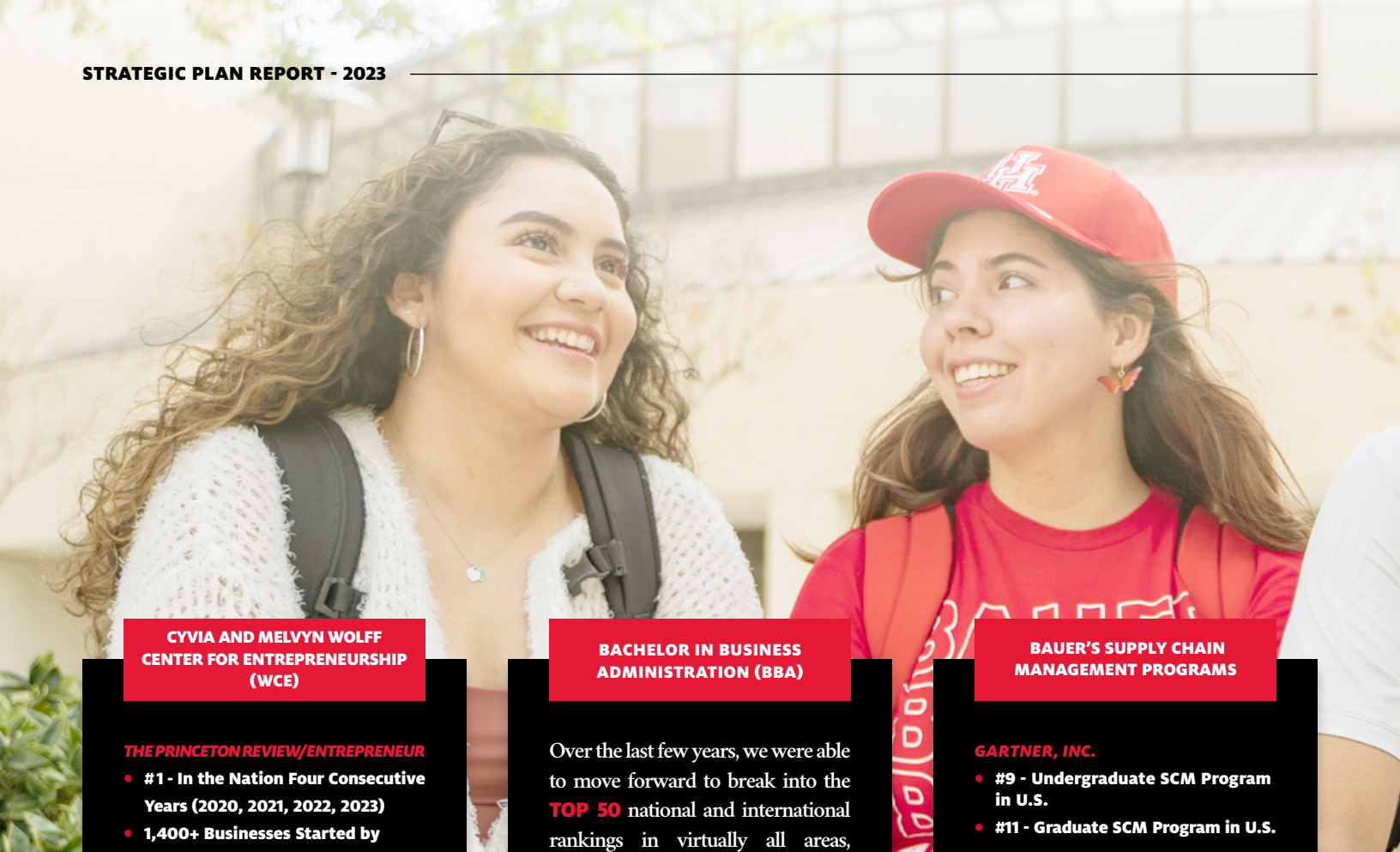
The PMBA ascended significantly in rankings, now placing at **#26** among public business school programs in the nation according to *U.S. News & World Report's* Best Graduate Business Schools 2023-2024 list. Additionally, the Professional Master of Business Administration is ranked **#30** overall and **#20** among public business schools in the Best Part-Time MBA programs in 2022-2023 by *Fortune* magazine.

EXECUTIVE MBA PROGRAM (EMBA)

FORTUNE

- #19 - Among Public Business Schools
- #33 - Overall in U.S.

Fortune Magazine ranked the Bauer Executive MBA Program **#33** overall and **#19** among public business schools in the U.S. (Best Executive MBA Programs in 2022-2023).



**CYVIA AND MELVYN WOLFF
CENTER FOR ENTREPRENEURSHIP
(WCE)**

THE PRINCETON REVIEW/ENTREPRENEUR

- **#1 - In the Nation Four Consecutive Years (2020, 2021, 2022, 2023)**
- **1,400+ Businesses Started by WCE Students**
- **\$400M in Identified Funding**
- **3,000+ UH Students from 91 Different Majors Took at Least One Entrepreneurship course**

The Cyvia and Melvyn Wolff Center for Entrepreneurship has been ranked **#1** in the nation on *The Princeton Review* and *Entrepreneur's* list of Top Best Undergraduate programs for Entrepreneurs for **Four Consecutive Years** (top 10 since 2007; #1 in 2009, 2011, 2012, and **#1 in 2020, 2021, 2022 and 2023**). Notably, more than 1,400 businesses have been started over the past decade by WCE students, with almost \$400 million in identified funding. Moreover, more than 3,000 UH students from 91 different majors took at least one entrepreneurship course last year.

**BACHELOR IN BUSINESS
ADMINISTRATION (BBA)**

Over the last few years, we were able to move forward to break into the **TOP 50** national and international rankings in virtually all areas, establishing Bauer as a *tour de force* in academics and research. This year, we made impressive strides in national and international rankings. Most recently, we ranked:

- **#1 in the Nation** for our Undergraduate Entrepreneurship program (*The Princeton Review* and *Entrepreneur Magazine*)
- **#14 nationally** and **#1 in Texas among public business schools** (*Poets&Quants*, Best Undergraduate Business Schools 2023)
- In the **TOP 10** business schools with the highest number of **women (#1)**, **first generation college students (#4)** and **minorities (#9)** (*Fortune*)

**BAUER'S SUPPLY CHAIN
MANAGEMENT PROGRAMS**

GARTNER, INC.

- **#9 - Undergraduate SCM Program in U.S.**
- **#11 - Graduate SCM Program in U.S.**

Gartner, Inc. listed Bauer's undergraduate program in supply chain management (SCM) in **#9** in the nation (Top 25 North American Supply Chain Undergraduate Programs 2022); and **#11** nationally for the graduate program in SCM.



DEPARTMENT OF ACCOUNTANCY & TAXATION; MARKETING

UT-DALLAS RESEARCH RANKINGS

- **TOP 25** Worldwide for Research Contributions in Marketing Journals *CHRONICLE OF HIGHER EDUCATION*
- **#9** - Faculty Scholarly Productivity in Marketing
- **SEI** - 45% of all Tier 1 Sales Research
- **BYU ACCOUNTING RANKINGS**
- **TOP 50** Nationally Over Last 6 Years
 - **#17** - Analytical Modeling
 - **#21** - Archival
 - **#33** - Overall in U.S.

The Bauer Department of Marketing & Entrepreneurship placed in the **Top 25** worldwide for research contributions in 2020-2023 in top marketing journals (*Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*) according to University of Texas-Dallas (UT-Dallas) Research Rankings. The Bauer Department of Accountancy & Taxation is also ranked among the **TOP 50** nationally over the last 6 years according to the *BYU Accounting Rankings* in 2022.

BAUER FACULTY RANKINGS

Six faculty members were among the best in the world by *Research.com*. The top ranking is based on various data sources that track scholarship citations, publications, and other bibliometric data.

- **Paul A. Pavlou**, Dean and Cullen Distinguished Chair - **#325** in the world, **#163** National
- **Leanne Atwater**, C. T. Bauer Professor of Management & Leadership - **#673** in the world **#320** national
- **Michael Ahearne**, C. T. Bauer Professor of Marketing & Research Director, Stagner Sales Excellence Institute - **#715** in the world, **#340** National
- **Gerald Lobo**, Professor and Arthur Andersen Chair in Accounting - **#959** in the world, **#451** National
- **Blake Ives**, Professor Emeritus and C. T. Bauer Chair in Bauer Leadership - **#997** in the world, **#462** National
- **Kris Jacobs**, C. T. Bauer Professor of Finance - **#1,676** in the world, **#1,026** National

BAUER COLLEGE RESEARCH RANKINGS

UT-DALLAS RESEARCH RANKINGS

- **TOP 35** Business Schools in U.S.
- **#44** Overall in U.S. for Research Productivity in Top Journals:
 - **#10** - MIS in U.S.
 - **#34** - Marketing in U.S.
 - **#40** - SCM in U.S.

Bauer College advanced to the **TOP 35** in research rankings (first time in the Top 50) from the *University of Texas-Dallas (UT-Dallas)* most recent ranking of the top business schools in the U.S. The ranking is based on the number of publications in the top 24 business journals. This is Bauer's best-ever place in this ranking. *UT-Dallas* also ranked Bauer College **#10** in management information systems, **#34** in Marketing, **#40** in Supply Chain Management and **#44** overall in Research Productivity in Top Journals in the U.S.



OUR KEY OBJECTIVES

#1 - RESEARCH & EDUCATION

BE A WORLD-CLASS LEADER IN RESEARCH AND EDUCATION WITH

(A) A CROSS-DISCIPLINARY MINDSET,

(B) A GLOBAL PERSPECTIVE, AND

(C) STATE-OF-THE-ART CURRICULA,

WHILE BEING ACCESSIBLE AND AFFORDABLE.

STUDENT SUCCESS!

This is the future of higher education, and it's happening right here, right now. Regardless of format, our students learn from the same renowned Bauer faculty and gain invaluable experience through our business partners and our vast global alumni network. After all, this is Houston: We're all systems go.

WE CONTINUE TO BE THE
LARGEST UNDERGRADUATE BUSINESS PROGRAM AND

#1 AMONG PUBLIC
UNDERGRADUATE BUSINESS
SCHOOLS IN TEXAS!

(POETS@QUANTS, 2023)



STUDENT ENROLLMENT

8,000+

UNDERGRADUATE, GRADUATE, AND DOCTORAL STUDENTS
IN TRADITIONAL PROGRAMS

~10,000 TOTAL

INCLUDING BOTH TRADITIONAL AND
ONLINE PROGRAMS

PLACEMENT RATES

BBA UNDERGRADUATE CLASS FOR ACADEMIC YEAR 2022 (SUM21, FA21, SP22)

1,466 STUDENTS

6-MONTH PLACEMENTS
BY GRADUATION

97.4%

6-MONTH PLACEMENT RATE
POST-GRADUATION

\$63,886

AVERAGE BASE SALARY
PER YEAR

FULL-TIME MBA GRADUATE CLASS OF 2022

93%

3-MONTH PLACEMENT RATE
POST-GRADUATION

97%

6-MONTH PLACEMENT RATE
POST-GRADUATION

\$85,878

AVERAGE BASE SALARY
PER YEAR

GRADUATION & RETENTION RATES

85.8%

6-YEAR GRADUATION RATE FOR
FALL 2016 FIRST-TIME IN COLLEGE (FTIC) COHORT

93.5%

RETENTION RATE FOR
FALL 2021 FIRST-TIME IN COLLEGE (FTIC) COHORT

FACULTY SUCCESS

Bauer faculty members are renowned for creating business knowledge that both earns the respect of their peers and inspires and empowers students. Their diverse perspectives, innovative, award-winning ideas and cross-disciplinary approach combine to produce academic research with the power to move society and humankind forward. Here, we recognize the following Bauer faculty for their recent accomplishments and contributions to Bauer College and beyond.

MICHAEL AHEARNE, PH.D.

**PROFESSOR, DEPARTMENT
OF MARKETING @
ENTREPRENEURSHIP**

Michael Ahearne, Professor in the Department of Marketing & Entrepreneurship, received the *2022 Lifetime Achievement Award* from the American Marketing Association (AMA) Selling & Sales Management Special Interest Group (AMA SalesSIG) for “his tremendous impact on the academic sales community.”

WYNNE CHIN, PH.D.

**PROFESSOR, DEPARTMENT
OF DECISION @ INFORMATION
SCIENCES**

Wynne Chin, Professor in the Department of Decision & Information Sciences, was awarded the *2022 Esther Farfel Award*, the highest honor accorded to one faculty member each year at the University of Houston.

MOHAN KURUVILLA, PH.D.

**SENIOR PROFESSOR OF
PRACTICE, DEPARTMENT OF
ACCOUNTANCY @ TAXATION**

Senior Professor of Practice, Mohan Kuruvilla, has been elected 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.

**JOHANNES HABEL,
PH.D.**

**ASSOCIATE PROFESSOR,
DEPARTMENT OF MARKETING @
ENTREPRENEURSHIP**

Associate Professor of Marketing, Johannes Habel, received the *2022 Best Reviewer Award* from the *Journal of the Academy of Marketing Science*.

**VANESSA PATRICK,
PH.D.**

**ASSOCIATE DEAN OF RESEARCH
AND PROFESSOR, DEPARTMENT OF
MARKETING @ ENTREPRENEURSHIP**

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

**RICKY (YINLIANG) TAN,
PH.D.**

**ASSOCIATE PROFESSOR,
DEPARTMENT OF DECISION @
INFORMATION SCIENCES**

Ricky (Yinliang) Tan, Associate Professor in the Department of Decision & Information Sciences, received the *2022 Information Systems Society (ISS) Sandy Slaughter Early Career Award*. The award recognizes and honors early career individuals who are on a path toward making outstanding intellectual contributions to the information systems discipline.

**SESHADRI TIRUNILLAI,
PH.D.**

**MICHAEL J. CEMO ASSOCIATE
PROFESSOR, DEPARTMENT OF
MARKETING @ ENTREPRENEURSHIP**

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

PROGRESS UPDATES

NEW AND CROSS-DISCIPLINARY PROGRAMS

- Bauer has multi-disciplinary degrees with other schools and colleges:
 - JD/MBA with the Law Center
 - MD/MBA with the College of Medicine
 - MSW/MBA with the Graduate College of Social Work
 - MS/MBA and MS HRM/MBA with the Hilton College of Global Hospitality Leadership
 - PharmD/MBA with the College of Pharmacy
 - MS Industrial Engineering/MBA with the Cullen College of Engineering
- Accelerated pathway for a BBA + Master's in Public Policy with the Hobby School of Public Affairs
- Bauer is readying to launch new MS programs in HR Leadership, Real Estate, and Global Business Leadership

GLOBAL PERSPECTIVE

- Global Programs:
 - 2+2 BBA degree with International University-Vietnam National University (IU-VNU) (Vietnam)
 - 3+1 Dual BBA degree (MIS and Data Science) with the Asian Institute of Management (AIM), Philippines to start in Fall 2023
 - 2+2, 3+1 and MBA/MS dual degree talks underway with Solbridge International Business School (South Korea) to start in Spring 2024
 - Global Executive DBA talks underway with Asian Institute of Management, LUISS Business School Italy, INSPER Brazil and Stellenbosch South Africa to start in Spring 2024
- Houston Immersions for Global Partners:
 - Sales immersion program for ESCP, Berlin
 - Technology and Innovation program planned for Tsinghua University, China
- Global Business School Network (GBSN) Impact Community:
 - Co-leading Energy Transition Impact Community with Erasmus University-Rotterdam School of Management (Netherlands) and Wits Business School (South Africa)

- Memorandum of Understanding (MoU) agreements signed include:
 - Asia:
 - Solbridge International Business School, South Korea
 - Woosong University, South Korea
 - Asian Institute of Management (AIM), Philippines
 - Jindal Global Business School
 - Athena School of Management and Aligarh Muslim University, India
 - Universitas Sebelas Maret, Indonesia
 - Europe:
 - NEOMA Business School and Montpellier Business School, France
 - ESCP Business School, Berlin, London, Madrid, Paris, Turin & Warsaw
 - Wroclaw University of Economics and Business (WUEB), Poland
 - University of Cyprus
 - University of Nicosia, Cyprus
 - Hellenic American University (HAU), Greece
 - South America:
 - Universidad Francisco Marroquín, Guatemala and Panama
 - University of Desarrollo, Chile
 - Centro Fox, Mexico
 - Tec de Monterrey, Mexico
 - Middle East and Africa:
 - University of Bahrain
 - Wits Business School, University of the Witswatersrand, South Africa
- New MoU signings are in the works with:
 - EMLV DeVinci, France
 - BI Norwegian Business School, Oslo for Student Exchanges
 - Expansion of the partnership with NEOMA Business School, France
 - University of Economics, Ho Chi Minh City (UEH), Vietnam
 - University of Economics and Business (UEB), Hanoi, Vietnam
 - Indian Institute of Management (IIM), Indore, India
 - Christ University, Bangalore, India
 - Pan Atlantic University (PAU) and Lagos Business School, Nigeria
 - USIS Chandaria School of Business, Kenya
- Learning Abroad Programs Led by Bauer Faculty:
 - Berlin
 - Chile
 - Panama
 - Singapore
 - Dubai-India
 - China

STUDENT SUCCESS STORIES



MARIA ANGÉLICA BOLAÑOS

TED BAUER UNDERGRADUATE
BUSINESS SCHOLAR, FALL 2021

MAJOR: MIS

ACADEMIC YEAR: JUNIOR

As a daughter to a family of immigrants, I overcame several obstacles to obtain all the opportunities that I have earned in my time at Bauer. Growing up I always thought that my family would financially support me throughout college but unfortunately, we suffered a financial crisis, and it was solely to me to pay for my tuition. In my freshman year, I took out several loans and a family member encouraged me to drop out to work to pay off my debts. One of the main reasons I decided to stay in college was because I had hoped to receive the Ted Bauer Undergraduate Business Scholarship. Thankfully I received the scholarship, which has lightened an immense burden and allowed me to focus on being the best student I can possibly be.

Throughout my time at Bauer, I became heavily involved with the Hispanic Business Student Association (HBSA) and later became the Corporate Officer for a year. This opportunity opened so many doors for me by meeting with campus recruiters, providing professional development, and coordinating two of Bauer's Diversity and Inclusion mixers. This pushed me to be more aware of Bauer's resources, such as the wonderful employees at the Rockwell Career Center, Bauer Career fairs, and the amazing faculty. Through all my effort, I've obtained internships with HP, the Library of Congress, PwC, Management Leadership for Tomorrow, and I am now the first female UH student to receive an offer from EY-Parthenon. My plans after graduation are to work as a consultant at a top global consulting firm and eventually to work in the non-profit space. None of this would've been possible without the support from HBSA, Bauer Faculty, and Donors.

What scholarship did you receive? Was it a one-time or a recurring scholarship (more than one-time: e.g., 2 semesters, 4 years, etc.)?

I received the Ted Bauer Undergraduate Business Scholarship (TBUBS) It is a full ride scholarship for my last two years!

How has this scholarship helped you in your academic career? What has it allowed you to do (or not do)?

As a first-gen, out-of-state student, this scholarship has helped me immensely during my academic career. Before I received this scholarship, I was working continuously to just be able to afford my tuition and housing. This scholarship has lifted a weight off my shoulders and lets me focus on my studies and extracurriculars.

What are your plans after graduation, and has the scholarship helped with your plans?

After graduation I will be joining Microsoft as a Technical Consultant! I truly believe that this scholarship has helped me with my plans. I spent a majority of my freshman and sophomore year working and not focusing on extracurriculars/internships as much as I should have. Once I received the scholarship, I was able to secure many offers because of time I had to focus on my future and getting an internship that would lead to a full-time job! I am so grateful for the opportunity I was given and am looking forward to one day give back to students who are in my shoes.



VICTORIA FLORES

TED BAUER UNDERGRADUATE
BUSINESS SCHOLAR, FALL 2021

MAJORS: MIS AND
MARKETING

ACADEMIC YEAR:
SENIOR

PLACEMENT: MICROSOFT

POSITION: TECHNICAL
CONSULTANT (FULL-TIME)



LYDIA MARTINEZ

JESSE JONES SCHOLAR

MAJORS: MIS AND FINANCE

ACADEMIC YEAR: SENIOR, DECEMBER 2022

PLACEMENT: ACCENTURE

POSITION: STRATEGY & CONSULTING ANALYST (FULL-TIME)

I received the Jesse Jones Scholarship right before starting my freshmen year here at the university, and it has helped me tremendously throughout my academic career. This scholarship has given me the chance to be where I'm at today. They believed in my goals and helped me take control of my education. Growing up in a single mother household, I didn't have any funds to help me get through college, so I was unsure if I'd be able to attend a university. My mom went through a lot herself, such as chronic back pain requiring surgery, Hurricane Harvey causing leakage in our home, and other factors that got in the way of her own education, so I knew I had to find a way to get support for myself. With the scholarship's help, I was able to focus on my academics and accomplish this goal. I have been very thankful to call myself a Jesse Jones scholar not only because of their financial support, but because of the opportunity to connect with the individuals in the program and learn from the many workshops provided, being financial literacy or even getting through final's week.

During my time here, I was able to partake in many student-led organizations and selective programs like the Ted Bauer Leadership Certificate Program and Bauer Ambassadors. Being involved and utilizing the resources provided at places like the Rockwell Career Center helped me break out of my shell and form the person I am today. After graduation, I plan to travel internationally before putting the blazer back on to take on the corporate world. Speaking of this, after two amazing and impactful summers with Accenture, I'll be returning there full-time as a Strategy & Consulting Analyst. I had a goal to have a signed full-time offer with a company before graduation, and because of my scholarship, the faculty, and opportunities here at Bauer, I was able to do it. Some advice I would give students currently searching for jobs is the same advice I've told my mentees, and the same I've heard from my mentors. Put yourself out there and speak with the individuals that were once in your shoes. Everyone here wants you to succeed, and I can say that with confidence because I've also been helped. For example, when I was interviewing for my scholarship, one of the past Deans learned that I wanted to obtain a work study position and put in a recommendation for me. This is how I received my first job working as a Front Desk Representative in the Dean's Office. From here I also got to work with the Director of Alumni Relations and later with the Office of Digital Learning helping professors as an Academic Support Assistant. This is how I learned that there is help, but you must put yourself out there and find it.

STUDENT SCHOLARSHIPS

- Through successful fundraising and the support of many alumni and friends, the college has a **\$3.6M scholarship budget**.
- Between Fall 2022 and Summer 2023, the college will have awarded **over 741 awards** (including Bauer Doctoral Fellowships).
- On average, the scholarships are almost **\$5,000 per student**.



OUR KEY OBJECTIVES

#2 - INNOVATION & LEARNING

BE A LEADER IN INSTRUCTIONAL INNOVATION AND DIGITAL LEARNING

OFFICE OF DIGITAL LEARNING



PROGRESS UPDATES

- Between Summer 2022, Fall 2022 and Spring 2023, Bauer has offered **429 courses** in **asynchronous, hybrid, HyFlex** and **synchronous modes**.
- **Eight MS online programs** and a **fully online bachelor's in business administration (BBA)** have been launched since Fall 2021. More than **500 students** have enrolled in these programs.
- Bauer has invested in the digital learning infrastructure to upgrade classrooms, labs and conference rooms for distance learning. **\$1.3M** was invested in technology enhancement in all Bauer classrooms in Melcher Hall, Cemo Hall and CBB.
- The Office of Digital Learning (ODL) created a community of practice and has held a series of events on digital learning for faculty, on the use of new technologies that enhance the student experience.
- With the support of ODL, a new video management platform with interactive features was adopted. In less than one year it is nearing **75,000 plays** and **575,000 viewed minutes** of content on demand.



OUR KEY OBJECTIVES

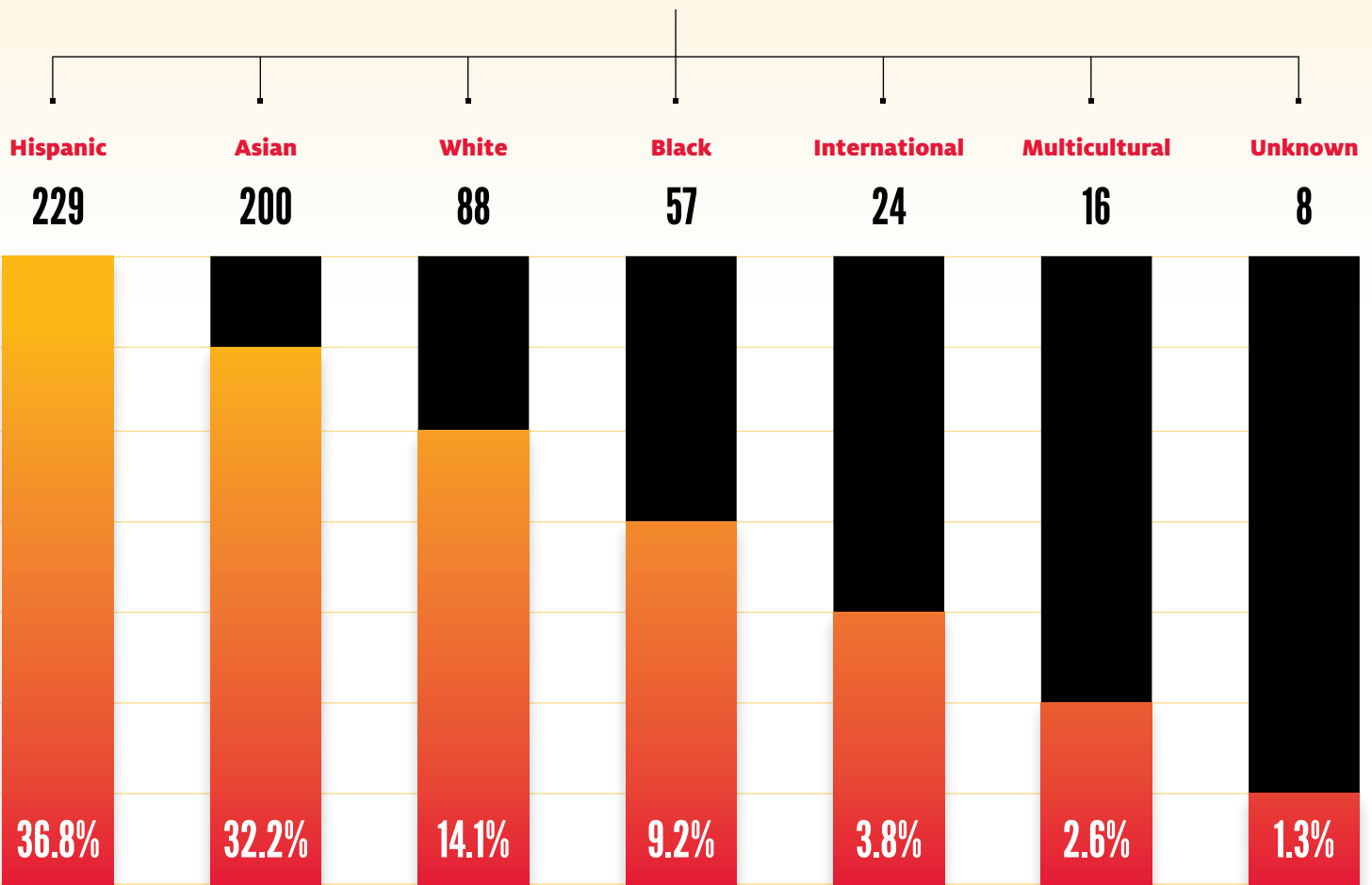
#3 - DIVERSITY & INCLUSION

SET THE STANDARD FOR PROMOTING DIVERSITY AND INCLUSION

DEMOGRAPHIC DIVERSITY

According to Poets&Quants’ 2022 Best Undergraduate Business Schools ranking, Bauer’s undergraduate program ranks **#3 overall** among schools with the **highest percentage of first-generation students**; Bauer placed **#4 overall** among schools with the **highest percentage of women**, and **#6 overall** among schools with **most minorities**.

**DEMOGRAPHIC DIVERSITY OF FALL 2022 FRESHMAN CLASS
(622 TOTAL)**



- The *Houston Business Journal* included Bauer College on its list of **2023 Diversity in Business honorees**, recognizing organizations and individuals who have contributed to harnessing diversity within their workforces and actively taken the lead to promote and champion the business case for diversity within the community or their industries.
- Bauer College’s **2020-2025 Strategic Plan** emphasizes diversity, equity and inclusion, with several initiatives in recent years, including the creation of the Bauer DEI Committee, which promotes co-curricular activities, events, professional development and programming in these areas.

MUSA AND KHALEDA DAKRI CENTER FOR ECONOMIC INCLUSION

Aligned with Bauer's Strategic Plan's key objectives **A) to set the standard for promoting diversity and inclusion** and **B) be a model for engaging with students, industry, and the community**, the Musa and Khaleda Dakri Center for Economic Inclusion (CEI) will champion a model of experiential education that is proven to transform both the university students and community entrepreneurs. This model was developed over the last decade through the work of the SURESM Program.

The Center for Economic Inclusion will take the lessons learned and apply them across a range of programs for students and community entrepreneurs by:

- 1) Developing greater depth and breadth of courses associated with the model,**
- 2) Scaling the model to other educational institutions and**
- 3) Conducting cutting edge research on the intersection of small business, education, and DEI (diversity, equity, and inclusion).**





OUR KEY OBJECTIVES

#4 - INDUSTRY & ENGAGEMENT

BE A MODEL FOR ENGAGING WITH STUDENTS, INDUSTRY AND THE COMMUNITY

BAUER CAREER FAIR

281

EMPLOYERS

**FALL &
SPRING
'22-'23**

3,187
STUDENTS

PROGRESS UPDATES

ROCKWELL CAREER CENTER (RCC)

- In 2022, **99 different corporate mentors** coached **nearly 1,000 new Bauer students** in BUSI 3302.
- Since the launch of BUSI 3302:
 - **40-50 corporate and non-profit projects** “sponsors” each semester
 - **120-180 case competition corporate judges** each semester
 - **50-70 corporate coaches** each semester

OFFICE OF EXPERIENTIAL LEARNING (OEL)

- Bauer was ranked in the **Top 1% of institutions in the country** by *Forage* based on the work of the Office of Experiential Learning at the college. Bauer College is ranked **#39 overall** in the Top Universities for Experiential Learning and it was the **#13 ranked** public university.
- The Office of Experiential Learning, in partnership with the RCC, has taken over administration of the undergraduate co-op process as of Fall 2022, allowing Bauer students to have co-op experiences without paying fees and with fewer administrative burdens.
- Sourced, met, and placed/discussed future experiential projects with the following among many others:
 - LyondellBasell
 - Honeycomb Clinic
 - DanceKard
 - Bohlke Consulting Group
 - Plains Capital Bank
 - Trinity Legacy Partners
- Co-sponsored the BCG Undergraduate Investment Fund’s Houston Stock Pitch Competition with:
 - Jefferies
 - Evercore
 - Vaughn Nelson
 - Veriten
- Sponsored travel for case competition teams to attend the Global Case Competition at:
 - Harvard University
 - Key Bank and Fisher College’s Minority MBA Case Competition
 - Big 12 MBA Case Competition
 - Texas Stock Pitch Competition at the University of Texas

COUGAR INVESTMENT FUND

More than **350 MS Finance and MBA students** have been part of the Cougar Investment Fund since the fund was established in 2002. Twenty years later, the initial investment of \$1.9M **now stands at \$13.6M**. The real impact can be measured by the number of elite Bauer College fund managers who have gone on to hold influential positions in the financial sphere in Houston and beyond.

CORPORATE OPPORTUNITIES

There are many companies where our students are placed for internships and full-time opportunities. Some of them include:

AMAZON

AMERICAN EXPRESS

AWS

BANK OF AMERICA

BNY MELLON

BP

CAPGEMINI

CBRE

CONOCOPHILLIPS

DELL

DELOITTE

DELOITTE CONSULTING

DISNEY

ELI LILLY

ESTEE LAUDER

EY

EY-PARTHENON

FACEBOOK

GENERAL MILLS

GOLDMAN SACHS

HEWLETT-PACKARD ENTERPRISES

HP INC.

IBM

JPM CHASE

KELLOGG'S

KPMG

LYONDELL BASELL

MD ANDERSON CANCER CENTER

MICROSOFT

NASA

ORACLE

OXY (OCCIDENTAL)

P&G

PFIZER

PWC

RSM

TESLA

USAA

WELLS FARGO

STUDENT SUCCESS STORIES



SOROSH MALEKZAD

TED BAUER UNDERGRADUATE
BUSINESS SCHOLAR, FALL 2021

MAJOR/MINOR MIS
MAJOR AND SCM MINOR

ACADEMIC YEAR:
SENIOR, MAY 2023

PLACEMENT: KPMG

POSITION: ORACLE
ENTERPRISE SOLUTIONS
CONSULTANT (FULL-TIME)

What scholarship did you receive? Was it a one-time or a recurring scholarship (more than one-time: e.g., 2 semesters, 4 years, etc.)?

I received the Ted Bauer Undergraduate Business Scholarship for final 2 years that covers 100% of tuition.

How has this scholarship help you in your academic career? What has it allowed you to do (or not do)?

This scholarship has motivated me to push the boundaries as a first-generation college student. It has shown me that academic performance is one of the key factors in success, and with good academics comes great financial and emotional support from those around you.

Typically, students can slow down their pace and put less time towards work after receiving a large sum scholarship. However, that was not me. I knew that working hard and standing out was one of the big reasons I achieved this scholarship and that is exactly what I continued to do. While maintaining a 4.0 GPA in my courses, I was able to contribute greatly to the Bauer College of Business through the office of digital learning at a pivotal time. I also went on to doing amazing work at ExxonMobil as a software developer intern, then to BMC Software as an IT Assurance intern, and will join KPMG as an Oracle Enterprise Solutions Consultant upon graduation in May 2023. I can say with confidence that this scholarship has pushed me to be my absolute best and make myself a competitive candidate for successful corporations.

How did Bauer/RCC help you with your full-time position at KPMG?

I believe that I would not be the person I am today without the help of every professor and staff that I have come across with at Bauer. We are very lucky to have such a broad range of experienced professionals teaching and providing advice at Bauer. RCC has also been a great resource for me. After receiving multiple offers from different corporations, I needed to do some research on salary averages in the market. This is a great resource that the RCC provides students with so that we can all make confident decisions when we decided which organization to join.

What advice would you give students who are job searching about the RCC/Bauer?

It's simple, great companies look for 2 factors in a great candidate: good academic performance, and relevant experience. My advice would be to focus on your classes and come into it thinking that every single grade matters. After you've gotten into a good rhythm, reach out and seek opportunities to build your skills and gain relevant work experience. Reach out to professors for opportunities, you never know what is out there until you look.

What are your plans after graduation, and how does this placement help you reach those goals?

My plan after graduation is to be the best version of myself and learn something new every day. One of the reasons I've chosen this placement is due to the variety of challenges in a consulting role. I want to go into it with an open mind and gain as much knowledge as possible to be able to support businesses and contribute greatly to my role.



JULIO NAVARRO

MAJOR: SCM

ACADEMIC YEAR:
SENIOR, DECEMBER 2022

PLACEMENT: DELOITTE
CONSULTING

POSITION: BUSINESS
TECHNOLOGY SOLUTIONS
ANALYST (FULL-TIME)

Julio Adrian Navarro is a first-generation Senior Supply Chain Management Student graduating in December 2022. Upon graduation, he will join Deloitte Consulting as a Business Technology Solutions Analyst in the Houston office. He found this position through Bauer Gateway and went through 2 rounds of interviews, including 2 case interviews and a behavioral interview. The student development events that Bauer, Rockwell Career Center, and student organizations provide had an immense impact on his ability to get through the interviews effectively. After graduation he hopes to learn as much as he can in the consulting industry and to develop a well-rounded business mindset.

His advice to students is to get involved on campus by attending student development workshops and to apply to as many positions as possible. Serving leadership positions also helps you build strong interpersonal skills and strengthen your resume while growing your network.

During his time at UH, he managed to earn \$15,000 in scholarships and completed 2 internships and 1 fellowship. He also received over 5 internship offers and 4 full-time employment offers. He served 5 leadership positions in 3 different student organizations and mentored over 25 students, helping many get internship and full-time employment offers.



RICHARD VEGA

MAJOR: FINANCE

ACADEMIC YEAR:
SENIOR, DECEMBER 2022

PLACEMENT:
EY-PARTHENON

POSITION: ASSOCIATE
(FULL-TIME)

How did Bauer/RCC help you your full-time position at EY-Parthenon?

RCC established a strong relationship with EY-Parthenon. This enabled me to build and maintain a robust network with EY-Parthenon.

What advice would you give students who are job searching about the RCC/Bauer?

Meet with RCC advisors to give you mock interviews. RCC has relations with many firms and direct contact with recruiters. Establish relationships with staff at RCC, they want to help you! The better they know you, the more likely they can vouch for you to firms.

What are your plans after graduation, and how does this placement help you reach those goals?

My plan after graduation is to become a professor at a community college and work in consulting until I raise enough capital for future entrepreneurial plans. Working for EY-Parthenon will give me the business experience I need to become a professor and pay me a lucrative salary to save capital.

The best professional experience I have received from Bauer was through my participation with the Business Consulting Organization (BCO). Joining BCO was the greatest assistance I had to land my role with EY-Parthenon. The organization helped develop my networking, leadership, and professional consulting skills. By becoming an officer in BCO, I had direct access to many top consulting firms. I was able to establish relationships with consultants and recruiters, which allowed me to land interviews with the best consulting firms in the world.



OUR KEY OBJECTIVES

#5 - ALUMNI & COMMUNITY

CREATE VALUE BY LEVERAGING THE POWERFUL NETWORK OF OUR ALUMNI AND FRIENDS

THE 2ND ANNUAL BAUER GALA



- On February 24, 2023, alumni, industry partners, and friends of the college gathered for the **second annual Bauer Gala**, a celebration of business excellence and the impact of Bauer alumni and business leaders.
- **Lisa Shumate (MBA '16)**, Bauer alumna, AVP and General Manager of Houston Public Media, emceed a memorable event that also featured Bauer students **Sarah Grace (BBA '24)**, finalist in NBC's The Voice, and **Michael Ryan (BBA '23)**, ballet performer who has danced with the most important ballet companies in the U.S.
- Bauer recognized business leader and Bauer alumna **Thasunda Brown Duckett (BBA '96)**, President and CEO of TIAA, with the inaugural Leadership Award.
- **Deloitte** was recognized with the Bauer Community Impact Award.
- CSM Group's Chief Executive Officer **Mohammed Ali Lakhany (BBA '07)** and Chief Development Officer **Emad Lakhany (BBA '12)** received the Bauer Entrepreneurship Award.

AI INNOVATION AND ENTREPRENEURSHIP DAY



- Houston Mayor Sylvester Turner and Houston City Council proclaimed Tuesday, February 7, 2023 officially as “**AI Innovation and Entrepreneurship Day**,” celebrating a new collaboration between Bauer College and Intel Corporation offering accessible training in the burgeoning area of artificial intelligence.

COUNCIL OF TEXAS BUSINESS DEANS CONFERENCE



- On Sunday and Monday, October 2 and 3, 2022, Bauer hosted the **Council of Texas Business Deans Conference**, an event that brought together 30 business deans from across colleges and universities of the state to discuss relevant issues affecting business education.
- The theme of the conference was “**Business Schools in Texas Reimagined: Envisioning the Future of Business Education in 2030.**” During the event, many Bauer programs were featured including the **Institute for Regional Forecasting**, **Office of Digital Learning**, **Office of Global Initiatives**, **Office of Experiential Learning**, the **A.R. "Tony" and Maria J. Sanchez Program for Excellence in Selling**, the **Cyvia and Melvyn Wolff Center for Entrepreneurship, Real Estate**, and the **Dakri Center for Economic Inclusion**.

BAUER COLLEGE BOARD AND ADVISORY BOARDS



- Bauer College Board (BCB) has expanded and welcomed **six new members** in the 2022-2023 academic year totaling now **55 active members** serving in committees and task forces across the College. The new members have an impressive credentials and highlight the diversity of the City of Houston.
- For the third year, Bauer College Board members, alumni, and industry partners, served as Executive Mentors to high qualifying MBA and MS students. The **Executive Mentorship Program**, launched in the spring of 2021, has been so successful it has become a new spring semester tradition for graduate students.
- Bauer College has **16 other very active advisory boards**, whose members are engaged with the College as mentors, guest speakers, and providing insight from the industry perspective to inform our curricula.





**THE FUTURE
IS OUR BUSINESS™**

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