

**Y4**

2020 • 2021 • 2022 • 2023 • 2024 • 2025

# THE FUTURE IS OUR BUSINESS™

**STRATEGIC PLAN REPORT**

**YEAR 4**



C. T. Bauer College of Business  
UNIVERSITY OF HOUSTON



**THE FUTURE  
IS OUR BUSINESS™**

**BAUER.UH.EDU/STRATEGICPLAN**

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**S1**

**SECTION 1**

# **LETTER FROM THE DEAN**



# GREETINGS!

At the beginning of 2020, we launched the 2020-2025 Bauer College Strategic Plan with a bold vision and call to action to transform lives, organizations and society. It also included our overarching goal to become a Top 50 business school. In 2023, for the first time in the history of Bauer College, it has been ranked among the **TOP 45 PUBLIC BUSINESS SCHOOLS** in the nation according to *U.S. News & World Report* 2024 Undergraduate Business School ranking, and our Professional MBA program also made a historic first, making it in the **TOP 25** of *Fortune's* Best Part-Time MBA Programs for 2024.

We are proudly one of the most diverse business schools in the country ranked **#4** in the nation in Hispanic graduates (*The Hispanic Outlook in Higher Education*, 2022); **#3** for percentage of first-generation students, **#4** for percentage of women, and **#6** for most minorities (*Poets&Quants*). And of course, we continue to be home of the **#1 ENTREPRENEURSHIP PROGRAM IN THE NATION** by *The Princeton Review* for a record **FIFTH** consecutive year!

Although the recognition from rankings is well-received, they are a consequence of the work we do. We take pride in many of our accomplishments that are less visible, such as our continued enrollment growth now exceeding 7,800 students, a 97% retention rate, and a most impressive nearly 100% job placement rate of more than 2,000 graduates each year, most of whom remain in the Houston area post-graduation, contributing to the economic development of the Houston metro area.

We are also proud of our Bauer faculty who continue to be at the forefront of trailblazing research, informing practice and preparing our students for the jobs of the future with truly leading-edge curricula. Our faculty's research productivity featured in top journals is well documented, and many serve in editorial boards and industry organizations leading the way their respective fields prepare for the future.

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 Bauer College to the next level of excellence, because we know that, **THE FUTURE IS OUR BUSINESS!**

Sincerely,



**PAUL A. PAVLOU, PH.D.**

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





**S2**

**SECTION 2**

# **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.**

# RANKING HIGHLIGHTS

#

1

**IN U.S. FOR UNDERGRADUATE ENTREPRENEURSHIP PROGRAM**  
*The Princeton Review/Entrepreneur, Top 50 Best Undergrad Programs for Entrepreneurs, 2024*

#

1

**IN TEXAS FOR EXPERIENTIAL LEARNING**  
*Experiential Learning Forage, 2023 Experiential Learning Awards*

#

1

**IN TEXAS FOR UNDERGRADUATE BUSINESS PROGRAM AMONG PUBLIC BUSINESS SCHOOLS**  
*Poets&Quants, Best Undergraduate Business Schools 2023*

#

14

**IN U.S. FOR UNDERGRADUATE BUSINESS PROGRAM AMONG PUBLIC BUSINESS SCHOOLS**  
*Poets&Quants, Best Undergraduate Business Schools 2023*

#

23

**PROFESSIONAL MBA PROGRAM AMONG PUBLIC BUSINESS SCHOOLS**  
*Fortune Magazine, Best Part-Time MBA Programs for 2024*

#

26

**FULL-TIME MBA PROGRAM AMONG PUBLIC BUSINESS SCHOOLS**  
*Fortune Magazine, Best MBA Programs in 2023*

#

28  
(TIED)

**PROFESSIONAL MBA PROGRAM AMONG PUBLIC BUSINESS SCHOOLS**  
*U.S. News & World Report, 2024 Best Graduate Business Schools*

#

30

**FULL-TIME MBA PROGRAM AMONG PUBLIC BUSINESS SCHOOLS**  
*U.S. News & World Report, 2024 Best Graduate Business Schools*



# RANKING IMPROVEMENTS

#

**43**

**UNDERGRADUATE PROGRAM AMONG PUBLIC BUSINESS SCHOOLS, THE FIRST TIME IN 10 YEARS IN THE TOP 50!**

*U.S. News & World Report, Best Undergraduate Business Schools, 2024*

+

**32**

**PLACES IMPROVEMENT IN FULL-TIME MBA SINCE 2019**

*U.S. News & World Report, Full-Time MBA Education Rankings*

+

**19**

**PLACES IMPROVEMENT IN FULL-TIME MBA SINCE 2019**

*Bloomberg Rankings*

+

**17**

**PLACES IMPROVEMENT IN MBA PROGRAM SINCE 2019**

*Poets&Quants*

#

**41**

**PART-TIME MBA, 24 PLACES INCREASE SINCE 2019**

*U.S. News & World Report, Part-Time MBA Education Rankings*

#

**19**

**EXECUTIVE MBA AMONG PUBLIC BUSINESS SCHOOLS**

*Fortune Magazine*

#

**33**

**EXECUTIVE MBA OVERALL**

*Fortune Magazine*





**S3**

**SECTION 3-1**

# **OUR KEY OBJECTIVES**

## **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

## THE SECOND LARGEST UNDERGRADUATE BUSINESS PROGRAM IN TEXAS

**7,800+**

UNDERGRADUATE, GRADUATE, AND DOCTORAL STUDENTS IN TRADITIONAL PROGRAMS

**~9,000 TOTAL**

INCLUDING BOTH TRADITIONAL AND ONLINE PROGRAMS

## OUR RETENTION/GRADUATION RATES

**92.3%**

FALL 2023 FIRST-TIME-IN-COLLEGE (FTIC) RETENTION RATE

**86%**

SIX YEAR GRADUATION RATE (FALL 2016), HIGHEST AMONG UH COLLEGES



## OUR PLACEMENT RATES

**95.2%**

BBA FY23 PLACEMENT RATE (SIX MONTHS POST GRADUATION)

**~\$70,000**

BBA AVERAGE BASE SALARY PER YEAR

# FACULTY SUCCESS

## MICHAEL AHEARNE, PH.D.

**C. T. BAUER CHAIR IN MARKETING  
RESEARCH DIRECTOR, STEPHEN  
STAGNER SALES EXCELLENCE  
INSTITUTE  
PROFESSOR, DEPARTMENT OF  
MARKETING @ ENTREPRENEURSHIP**

Michael Ahearne, Professor and Research Director of the Stagner Sales Excellence Institute, was ranked #10 worldwide in the 2023 Academy of Marketing Association (AMA) Research Productivity Report ([ama.org/research-productivity-report](https://ama.org/research-productivity-report)), and Associate Professor of Marketing, Seshadri Tirunillai was ranked #26. This includes publications in the premier AMA journals, *Journal of Marketing (JM)* and *Journal of Marketing Research (JMR)*. In the same list, Dr. Ahearne also ranked #27 overall in Marketing for all premier journal publications (*JM*, *JMR*, *Journal of Consumer Research*, *Marketing Science*).

## ROHIT ALLENA, PH.D.

**ASSISTANT PROFESSOR,  
DEPARTMENT OF FINANCE**

In June of 2023, Rohit Allena, Assistant Professor in Finance, was awarded the Best Paper award for his sole authored paper "Confident Risk Premiums and Investments using Machine Learning Uncertainties" at the 2023 Hong Kong Conference for Fintech, AI, and Big Data in Business, organized by the City University of Hong Kong.

## SALEHA KHUMAWALA, PH.D.

**ROBERT GRINAKEK PROFESSOR,  
DEPARTMENT OF ACCOUNTING @ TAXATION  
EXECUTIVE DIRECTOR OF THE DAKRI  
CENTER FOR ECONOMIC INCLUSION AND  
FOUNDING DIRECTOR OF THE SURE™  
PROGRAM**

Professor Saleha Khumawala from the Department of Accountancy & Taxation, was named Outstanding Accounting Educator by the Texas Society of Certified Public Accountants (TXCPA).

## MOHAN KURUVILLA, PH.D.

**SENIOR PROFESSOR OF PRACTICE,  
DEPARTMENT OF ACCOUNTANCY @  
TAXATION  
DIRECTOR, MS ACCOUNTACY  
PROGRAM**

Mohan Kuruvilla, Senior Professor of Practice and Director of the MS Accountancy Program, has been named Chairmen-Elect and 2024-2025 Chairman of the Texas Society of Certified Public Accountants (TXCPA), one of the nation's largest societies of accounting and finance professionals.

# FACULTY SUCCESS

## HAARIS MATEEN, PH.D.

**ASSISTANT PROFESSOR,  
DEPARTMENT OF FINANCE**

Assistant Professor of Finance, Haaris Mateen, was named winner of the NASDAQ Award Best Paper in Asset Pricing at the 2023 Western Finance Association Meeting, considered as one of the top conferences in Finance.

## VANESSA PATRICK, PH.D.

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

Associate Dean of Research and Professor of Marketing, Vanessa Patrick, has been named President-Elect of the Society of Consumer Psychology, the premier professional association for consumer psychologists.

## ENRICA RUGGS, PH.D.

**ASSOCIATE PROFESSOR,  
DEPARTMENT OF MANAGEMENT  
@ LEADERSHIP**

Associate Professor in Management & Leadership, Enrica Ruggs, received a \$251,981 grant from the National Science Foundation (NSF) Science of Organizations for “Collaborative Research: Uncovering and Enhancing Pathways to Psychological Safety at Work for Racial Minority Women.”

## YINLIANG RICKY TAN, PH.D.

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

Associate Professor Yinliang Ricky Tan, from the Department of Decision & Information Sciences (DISC), was awarded the Global Supply Chain and Logistics Award from the 8th North American International Conference on Industrial Engineering and Operations Management.

# FACULTY SUCCESS



## DEPARTMENT OF MARKETING & ENTREPRENEURSHIP

#16

OVERALL FOR  
PREMIER AMA  
JOURNAL  
PUBLICATIONS

#40

IN MARKETING  
INCLUDING ALL  
PREMIER AMA  
JOURNALS

Bauer College's Department of Marketing & Entrepreneurship was ranked **#16 OVERALL** in Marketing for premier AMA journal publications (*JM, JMR*), and ranked **#40 IN MARKETING** when including all premier journal (*JM, JMR, JCR, MS*).

## UT DALLAS RESEARCH RANKING

TOP  
10

RESEARCH IN  
PRODUCTION  
AND OPERATIONS  
MANAGEMENT

## RESEARCH FUNDING

\$7M

Reached **\$7M** in research funding: partnerships, new Centers and Institutes, and new faculty.



# NEW CENTERS AND INSTITUTES

## FREE ENTERPRISE INSTITUTE

The Wayne B. Duddlesten Free Enterprise Institute, in collaboration with the Cyvia and Melvyn Wolff Center for Entrepreneurship, will expand entrepreneurship training, provide legal services, and other tools for entrepreneurs across the University of Houston. The main goal is to empower imaginative thinkers from idea to market, creating a fabric of innovation, talent, financial, legal and technical service along with a commitment to long held values of the importance of character and integrity as businesses are created.

This institute was made possible through a \$5M gift from the Wayne Duddlesten Foundation.

## HEALTHCARE BUSINESS INSTITUTE

The Healthcare Business Institute (HBI) brings together multiple stakeholders ranging from tertiary care delivery organizations to device makers, pharmaceutical companies, medical supply chain managers, technology solution providers, startups, angel investors, VCs, policy makers, and educational institutions to address complex problems and formulate solutions.

The Institute will focus on the four objectives of Research, Education, Service, and the creation of a Knowledge Portal.

**VISION:** To become the leading healthcare business research organization in the world.

**MISSION:** To lead a broad portfolio of business research projects in the healthcare ecosystem.



# NEW CENTERS AND INSTITUTES

## ELAINE W. FINGER ENDOWED CHAIR IN HEALTH CARE BUSINESS INNOVATION

Renowned Houston philanthropist Elaine Finger has made a generous \$2 million gift for an endowed chair to advance education, research and innovation in business and health care at the University of Houston. The Elaine W. Finger Endowed Chair in Health Care Business Innovation will be a joint appointment in the C. T. Bauer College of Business and the Tilman J. Fertitta Family College of Medicine, catalyzing groundbreaking advancements and further propelling the university into a leading hub for innovative solutions.

This endowed chair enhances the college's efforts towards becoming the leading healthcare business research organization and provides a unique opportunity to conduct game-changing research that could transform the healthcare ecosystem.

## HUMAN-CENTERED ARTIFICIAL INTELLIGENCE INSTITUTE

The Bauer Human-Centered Artificial Intelligence Institute aims at enhancing student experience, creating industry collaboration, and increasing research output by fostering interdisciplinary research collaborations across departments and with industry partners.

**VISION:** To be a global leader at the intersection of business analytics, digital technology, and artificial intelligence through world-class research and teaching programs.

**MISSION:** Advance research and educational programs to educate students through innovative curricula and empower organizations with the power of data, analytics and artificial intelligence.





# NEW AND CROSS-DISCIPLINARY PROGRAMS

## RECENT AND NEW PROGRAMS

- Online BBA
- MS in Entrepreneurship
- MS in Global Business Leadership
- MS in Global Energy Leadership (STEM)
- MS in Human Resources Leadership
- MS in Sales Leadership
- MS in Real Estate (STEM)
- Executive Doctorate in Business Administration
- MS in Healthcare Leadership (pending THECB approval)
- Master in Business (STEM) (pending THECB approval)

## DUAL DEGREES (ADDED OR EXPANDED)

- JD/MBA with the Law Center
- MD/MBA with the College of Medicine
- MSW/MBA with the College of Social Work
- MS/MBA and MS HRM/MBA both with the Hilton College
- PharmD/MBA with the College of Pharmacy
- MS Industrial Engineering/MBA with the College of Engineering
- Accelerated pathway for BBA + MS Public Policy with the Hobby School of Public Affairs

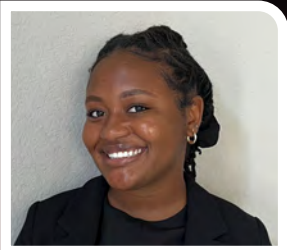
## GLOBAL PERSPECTIVE

- Establishment of a Bauer Global Scholarship
- 2+2 BBA degree: International University-Vietnam National University (IU-VNU) (Vietnam), and one in the works with Jindal Global Business School
- 3+1 Dual BBA degree (MIS & Data Science): Asian Institute of Management (AIM), Philippines
- 2+2, 3+1 and MBA/MS dual degree: Solbridge International Business School, South Korea
- Montpellier Business School and NEOMA Business School and Erasmus University in Europe
- Co-leading Energy Transition Impact Community with Erasmus University, Rotterdam School of Management (Netherlands) and WITS Business School (South Africa)
- Sales immersion program: ESCP, Berlin
- Exchange program with Universidad Francisco Marroquín (Guatemala)
- MOU with Mahindra University, India; and new ones in progress with UAE University, Abu Dhabi, ASU (Applied Science University, Bahrain), and University of Debrecen, Hungary.

## EXECUTIVE EDUCATION

- Enhanced existing programs
- 11 new companies added in the last year including:
  - Academy Sports
  - Houston Dynamo
  - Houston Airport System
  - Lone Star Bank
  - SCI Corporation
  - DHR Health
- Expanded presence and training to the Rio Grande Valley and Guanajuato, Mexico (expected 2024-2025)

# STUDENT SUCCESS STORIES: SCHOLARSHIPS



## BIANCA DRUMMOND

FINGER SCHOLAR 2023

**MAJOR:** FINANCE

**ACADEMIC YEAR:** SENIOR

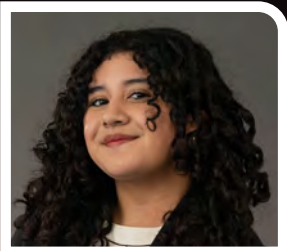
**PLACEMENT:**  
COREBRIDGE FINANCIAL

**POSITION:** FINANCIAL  
ANALYST (FULL-TIME)

Receiving the Marvy Finger Family Scholarship in my last two semesters of my senior year at Bauer has been invaluable to supporting my academic goals by allowing me to fully focus on succeeding as a student. As a first-generation college student and the daughter to an immigrant family, I have faced financial hurdles throughout my journey to earn my degree from C. T. Bauer College of Business. This financial assistance has afforded me the opportunity to ease that burden and allowed me to fully embrace all aspects of campus life.

After graduation, I will be starting a full-time position as a Financial Analyst with Corebridge Financial. I directly credit my successful job offer to the immense career preparation and support I received from the C. T. Bauer College of Business during my college journey. It was my very first Bauer career fair where I made an initial connection with Corebridge and secured an internship that ultimately converted into a full-time job offer. Therefore, my advice to fellow students searching for internships or jobs is to ask questions and get involved! The Rockwell Career Center and Bauer College provide extensive support for students with their career and education. I highly recommend taking full advantage of their counseling services, career fairs, job boards and workshops.

A quote I would also like to share to other students is to “Never Settle for Less, Always Aim High!”



## DARA SANTIAGO

DUDDLESTEN  
ENTREPRENEURSHIP  
SCHOLAR 2023-2024

**MAJOR/MINOR:**  
ENTREPRENEURSHIP/  
MARKETING

**ACADEMIC YEAR:** SENIOR

Thanks to the Wayne B. Duddleston scholarship I have been able to take on new responsibilities and reduce some financial distresses in my life. During my time at UH, I wasn't able to afford certain things and one of those included a car or parking. As a commuter, I'd have to go to my classes and back home on the metro. I vividly remember when I had to take two (sometimes three) buses every single time I went to school, and falling asleep on the bus reviewing notes, or simply catching up on lost sleep. Thanks to the Wayne B. Duddleston scholarship, I now have a car of my own, I don't have to take multiple metros to school or worry about not having a place to park that isn't far from my classes at Bauer.

In addition, I have also been able to take on an internship with the District Attorney at Fort Bend, and although it is unpaid, the Wayne B. Duddleston Scholarship allowed me to take it and not worry about financial burdens. Furthermore, as a member of WCE I have late night meetings or early pitch competitions to attend and I can focus on them and the rest of my academics and give it my all.

After graduation I plan to take on a job to gain experience in law and business and work on other projects. Life after graduation is exciting because some of my fellow WCE teammates from class of 2024 and I will continue working on a startup and keep attending pitch competitions for our company, Vent-E, a medical device that we hope will revolutionize the medical field. In the long-term I plan to go to law school and open up my own firm.

One piece of advice that I would give to students about RCC or Bauer is to network, network, network! Talk to people because you never know if that someone knows someone else who could help you and vice versa! You could be the one person with a connection to someone they could benefit from talking to as well!

# STUDENT SUCCESS STORIES: SCHOLARSHIPS



## FRANCISCO TRUJILLO

TBUBS 2023-2025

**MAJOR:** FINANCE

**ACADEMIC YEAR:** JUNIOR

My name is Francisco Trujillo, and I am a Finance major, graduating in the fall of 2025. I am a recipient of the Transfer Excellence Scholarship, the Highlands Rotary Scholarship, and the Ted Bauer Undergraduate Business Scholar Award. The excellence scholarship is a first-year scholarship while the other two are recurring for my stay at the University of Houston.

Ever since my high school graduation, I became a full-time student and became a full-time employee at Wal-Mart in pursuit of a successful yet fulfilling future. Since obtaining these scholarships, I have been able to significantly decrease my weekly work hours required to sustain myself while capitalizing on the opportunities such as joining the A.R. "Tony" and Maria J. Sanchez Program for Excellence in Selling (PES) and the Investment Banking Scholars Club. Both program and organization have pushed me to my limits, and it would not have been possible without the resources provided by these capital benefactors. These opportunities have been crucial in developing a keen interest in a career in finance and challenge myself with live sales experience when meeting a PES quota, one of the largest contributors to my personal and professional development.

My future plans depend on opportunities within a banking internship and/or other finance positions within the Energy industry. Having less work hours on my agenda has helped mitigate the spread of risk associated with landing an internship/full time roll within the desired sectors. I had the opportunity to attend a student conference event out-of-state where I efficiently used the tools learned in the Connecting Bauer to Business class to my advantage. I can proudly attribute the success of landing a summer 2024 finance internship with Wells Fargo to the dynamic class environment from the equally opposite minded Troy Hopkins and Jamie Belinne. Their lifelong lessons have not only taught me proper behavior in a business setting, but how to believe in myself every step of my academic journey.

Bauer prompts students to go above and beyond by providing state-of-the-art resources such as the Rockwell Career Center, and a class entirely dedicated to developing a business professional acumen. The readily available resources to students are like a closed door. Students must always seek to open that door for themselves, and like Associate Dean Roger once said, it sometimes takes a couple of kicks to open those opportunities. That leads to my piece of advice to anyone joining the roller coaster of a ride Bauer College has to offer go and open those doors for yourself, because no one else will. Push through the challenges knowing there is a team of proud UH mentors and advisors behind you to help and guide you along the way, because at Bauer, people care! "I have never met anyone who wanted to be in \_\_\_\_\_ and didn't get there" - fill in your blank and let your dedication speak for itself.

## STUDENT SCHOLARSHIPS

~\$**4M**

**AWARDED,  
HIGHEST AMOUNT  
THUS FAR!**

\$**5,248**

**AVERAGE  
SCHOLARSHIP PER  
STUDENT**

**708**

**NUMBER OF 2023  
AWARDS GIVEN  
TO STUDENTS**





**S3**

**SECTION 3-2**

# **OUR KEY OBJECTIVES**

**INNOVATION & LEARNING**

**BE A LEADER IN INSTRUCTIONAL INNOVATION AND  
DIGITAL LEARNING**

# OFFICE OF DIGITAL LEARNING



- Between Summer 2023, Fall 2023 and Spring 2024, Bauer has offered **450+ COURSES** in asynchronous, hybrid, HyFlex and synchronous modes.
- Since launched in 2021, almost **1,000 STUDENTS** have enrolled in Bauer UH Extend programs.
- The Office of Digital Learning (ODL) created a community of practice and continues to host a professional development series and events on instructional design best practices for faculty. All Teaching Assistants complete a training on learning technologies inside our Learning Management System (LMS) to enhance student experiences.
- The focus of ODL moving forward is to strengthen courses in our LMS based upon established best practices. Student Success modules are integrated into courses early on in a student's academic career to ensure readiness for learning. Interactive learning is now a part of many courses across all levels using a variety of platforms. Generative AI and Artificial Intelligence are also a part of learning technologies.



**S3**

**SECTION 3-3**

# **OUR KEY OBJECTIVES**

**DIVERSITY & INCLUSION**

**SET THE STANDARD FOR PROMOTING DIVERSITY AND INCLUSION**

# DEMOGRAPHIC DIVERSITY

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

**HISPANIC**  
(229 STUDENTS)

**36.8%**

**ASIAN**  
(200 STUDENTS)

**32.2%**

**WHITE**  
(88 STUDENTS)

**14.1%**

**BLACK**  
(57 STUDENTS)

**9.2%**

**INTERNATIONAL**  
(24 STUDENTS)

**3.8%**

**MULTICULTURAL**  
(16 STUDENTS)

**2.6%**

**UNKNOWN**  
(8 STUDENTS)

**1.3%**

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** (out of 90 schools); Bauer placed **#4 OVERALL** among schools with the **HIGHEST PERCENTAGE OF WOMEN** (out of 92 schools), and **#6 OVERALL** among schools with **MOST MINORITIES** (out of 93 schools).



# DIVERSE INITIATIVES AND INSTITUTES

## MUSA AND KHALEDA DAKRI CENTER FOR ECONOMIC INCLUSION (CEI)

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 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 SURE<sup>SM</sup> Program.

The CEI will take the lessons learned and apply them more broadly 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).

The CEI program is also aligned with the university's Quality Enhancement Plan.

## INCLUSIVE LEADERSHIP INSTITUTE (ILI)

The Inclusive Leadership Institute aspires to become a focal point in Houston to develop inclusive leaders, family-friendly and inclusive cultures that support business strategy and superior business performance. This is accomplished through research, leadership development, and industry practices in inclusive leadership, family support, health support, and social responsibility, and link all these areas to the organization's strategy, culture, and bottom line.







**S3**

**SECTION 3-4**

# **OUR KEY OBJECTIVES**

## **INDUSTRY & ENGAGEMENT**

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

# BAUER CAREER FAIR

FALL 2023 CAREER FAIR

# 150

EMPLOYERS

# 2,336

STUDENTS\*

*\*Attendance record*

SPRING 2024 CAREER FAIR\*\*

# 100

EMPLOYERS

# 1,573

STUDENTS

*\*\*100% of employers rated Bauer students as good or better than at other universities*



# PROGRESS UPDATES

## OFFICE OF EXPERIENTIAL LEARNING

- Bauer was ranked in the **TOP 1%** of institutions in the country by *Forage* based on the work of Bauer's Office of Experiential Learning. Bauer College is ranked **#5 OVERALL** in the Top Universities for Experiential Learning and it was the **#4 RANKED PUBLIC UNIVERSITY**, and **#1 IN TEXAS**. For more information, visit [education.theforage.com/awards-list](https://education.theforage.com/awards-list)
- The Office of Experiential Learning launched the first Bauer MBA Crisis Case Competition in August 2023. An initiative of the Bauer College Board, this event had 30 FT and Professional MBA participants take roles of C-Suite executive teams of a company in crisis. Over an evening, they received timed releases of new information and had to synthesize it into a presentation for mock board of directors the next morning. The top two teams participated in a mock press conference and earned cash prizes. The event a keynote by Jack Moore, retired CEO of Cameron International, Bauer Board members serving as judges and directors, communication coaches, and the Houston Public Media as media and press conference coaches.
- The Office of Experiential Learning expanded the list of companies for current and future projects. Some of these 48 companies engaged include:
  - Vallourec
  - ConocoPhillips
  - PNC
  - Kellogg's
  - HEB
  - TDECU
  - FORVIS
  - Prudential
  - Comcast
  - Caterpillar
  - KPMG
  - Insperity
- The Office of Experiential Learning brought 20 small businesses to the inaugural Bauer & HPE Technology Assessment Day. Five of these companies were selected to be part of an MIS consulting course at Bauer in Spring 2024 where the students will make recommendations to address their business technology problems. The course comprises 25 students, 5 small businesses, 5 mentors from HPE and certified HPE resellers under the supervision of a Bauer faculty member and in collaboration with the Office of Experiential Learning.
- The Office of Experiential Learning co-sponsored BCG (Bauer Capital Group)'s Stock Pitch Competition for the second year in a row. This competition saw participating schools from across the country including:
  - Penn
  - Cornell
  - Michigan
  - San Diego State

Case competitions at Bauer were made possible through the generosity of many partners such as:

- J.P. Morgan
- BP
- Shell
- ConocoPhillips
- Phillips66
- Enterprise Mobility

# PROGRESS UPDATES

## 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**

## BOARD ENGAGEMENT

Bauer College Board (BCB) has expanded and welcomed **SIX NEW MEMBERS** in the AY2022-2023 **TOTALING NOW 52 ACTIVE MEMBERS** serving in committees and task forces across the College. The new members have impressive credentials and highlight the diversity of the City of Houston.

**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**

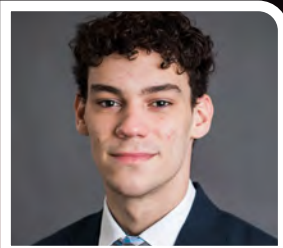
**RSM**

**TESLA**

**USAA**

**WELLS FARGO**

# STUDENT SUCCESS STORIES: PLACEMENTS



## JOSE DIAZ

**MAJOR/MINOR:**  
FINANCE/SALES (PES)

**GRADUATION:** MAY 2023

**PLACEMENT:** WILLIAM  
BLAIR

**POSITION:** INVESTMENT  
BANKING ANALYST

As an analyst within the Private Capital Markets group, I'm responsible for conducting financial analysis, creating financial models, and assisting in the execution of various transactions focused on providing capital to rapidly growing companies.

William Blair is a global boutique with expertise in investment banking, investment management, and private wealth management. William Blair's investment banking group enables corporations, financial sponsors, and owner/entrepreneurs to achieve their growth, liquidity, and financing objectives.

Throughout my time at Bauer, I was fortunate to be a part of multiple organizations that helped me develop personally and professionally such as the Investment Banking Scholars Club, the Program for Excellence in Selling, and the Hispanic Business Student Association. PES and HBSA prepared me for the interpersonal aspects of the role such as networking or building quality relationships with the senior bankers in my team as well as my coworkers. The program that prepared me the most for my role however was IBSC, which I found through Jamie Belinne's class at a point when I was figuring out what I wanted to major. IBSC's speaker series provided my first introduction to the field and planted the seed for this being a career I wanted to pursue. I was able to leverage the alumni network to continue learning what the role and career path entailed, as well as prepare myself for the recruitment process. The Corporate Finance class with Professor Berger, as well as IBSC's workshops, stock pitch competitions, and technical guides, provided the framework for what I needed to understand from a technical perspective to succeed in the role.

For recruiting, however, attending career fairs allowed me to meet new companies, build relationships with recruiters, and develop my interview skills.

For anyone starting in the same program I did, my first piece of advice is to network as much as possible as soon as possible. Alumni are a great resource to discover and understand different career paths and find what makes you passionate or fits the goals you have for your career. Once you have an idea of what you want to pursue, try to network with people in that space at different companies and different levels. Never be afraid to reach out to people in higher positions, they usually love talking to students and offering advice, and it is the best way to understand what the career progression in that industry looks like. Outside of networking, try to develop your technical skills early. Apply to internships and part-time opportunities, join professional organizations, participate in case studies and competitions, etc. The experience you gain from these, no matter how small, will give you real-life examples that you can talk to in interviews and prepare you to be a better professional overall. If you are a Finance major, take your accounting classes very seriously and take as many as possible. You do not need to be an accounting expert to do well in Finance, but it will make you infinitely better at your job and will set you up well for success. Finally, enjoy it; learn as much as you can, join as many organizations as you can, and meet as many people as you can. It is the time to explore new things and figure out what you enjoy and makes you happy, take advantage of it.



# STUDENT SUCCESS STORIES: PLACEMENTS



## LARA FOSTER

**PROGRAM:**  
PROFESSIONAL MBA

**GRADUATION:** MAY 2024

**PLACEMENT:** INTEL  
CORPORATION

**POSITION:** COMMODITY  
MANAGER

As a Commodity Manager for Intel, I will oversee sourcing and procurement for the semiconductor industry. Key aspects of this role include implementing sourcing strategies to optimize costs, supply chain efficiency, negotiations, conducting market research, and supplier landscape analysis while collaborating and learning from peers, cross-functional teams, and stakeholders. I am very excited about joining Intel in such a capacity, contributing to creating world-changing technology that improves the life of every person on the planet.

Bauer helped me prepare for this role in what I like to call “PROMOTE” (professors, resources, opportunities, mentors, organizations, training, and environment):

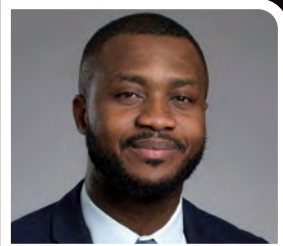
- **Professors:** Professors go beyond their duty to teach. Professor M. Mahbub Hossain inspired me to consider supply chain roles, while Professor Michael Murray gave me tools and challenged me to think critically in the supply chain field. Professors Catherine Weber, Elizabeth Berger, Dalia Pineda, Alan Witt, Kelly McCormick, Barbara Carlin, Nikhil Celly, Chet Miller, and Leiser Silva taught essential techniques for financial decisions, emphasized the power of communication, negotiation, and leadership, sharpening my emotional intelligence skills, and entrepreneurial mindset.
- **Resources:** Rockwell Career Center, UH staff, library resources, and peers with diverse backgrounds and industries enriched my learning from a broader perspective.
- **Opportunities:** case competitions, challenges, info sessions, events, student resources, alumni interactions, job search, career fairs, and volunteering are a few opportunities Bauer has to offer.
- **Mentors:** Offer guidance, career and personal development. They share industry insights and provide technical assistance, contributing to my continuous development.
- **Organizations:** Bauer has many student-run organizations. You can join these organizations to network with peers and companies and expand your community. You can also volunteer for officer roles and gain valuable leadership, organizational, community, and networking experience. I am an officer for BGWN (Bauer Graduate Women’s Network) and a member of the BMBAs.
- **Training:** UH provides free training for students in many areas. For example, I took advantage of learning Paraview, Tableau, Excel for applied data science, and intro to cluster computing from Hewlett Packard Enterprise Data Science Institute. Additionally, there are classes such as Cougar Venture Fund, where we learn due diligence in analyzing and potentially investing in a real company. In teams, we worked with startups, angel investors, venture capitalists, and the advisory board.
- **Environment:** Bauer’s collaborative environment promotes teamwork, mutual support, and diversity of thought. This environment allowed me to improve the essential collaboration skills necessary for this role.

To prepare for recruiting, the Rockwell Career Center (RCC) has helped me since day one. Erin Reed, assigned career coach, and Erin Sweeney, Helen Godfrey, Lori Osborn, and Stacey Piefer were invaluable with mock-up interviews, resume builders, networking, volunteer opportunities, workshops, personalized advice, and numerous tips I would not gain in any other way.

One impactful experience was meeting my employer at UH in one of the info sessions orchestrated by RCC. What began as a casual meeting evolved into an interview and an invitation to intern at Intel. The successful internship turned into a full-time opportunity.

To other students I would say “push yourself outside your comfort zone, network, help others, stay updated, ask questions, and take initiative”—all while being yourself.

# STUDENT SUCCESS STORIES: PLACEMENTS



## COLLINS NWALIH

**PROGRAM:** FULL-TIME  
MBA

**GRADUATION:** MAY 2024

**PLACEMENT:** PPG

**POSITION:** CORPORATE  
MANAGEMENT AND  
FINANCE ANALYST

PPG is the world's leading coatings company, serving more industries than any of its competitors. From automobiles and jetliners to wind turbine blades, and from ocean-going vessels and water tanks to family homes, they provide coatings and specialty materials to help customers protect, enhance, and beautify their valued assets. In my role, I will support the financial reporting process including distribution of monthly departmental statements to management and critical customer reporting.

Bauer College equipped me with core business knowledge in specific finance-focused courses and management courses such as corporate finance, derivatives & risk management, leadership and organizational behavior where I was able to gain very valuable analytical and leadership skills for my position with PPG.

For the recruiting process, I worked with the Rockwell Career Center (RCC) who helped with my job search. I would like to highlight Stacey Piefer who encouraged me to attend the National Black MBA Association Conference in 2022. She helped me develop a personalized career plan, set goals, identify opportunities, and create a compelling story/resume which was very instrumental in securing an internship during the conference and a full-time position.

Advice to other students: I would say to go beyond the textbook. Bauer offers more than just lectures. Participate in class discussions, ask questions, and engage with professors and classmates. Seek diverse perspectives, interact with students and faculty from various backgrounds and experiences. This broadened perspective helped me enrich my learning and understanding of the business world. Finally, don't be afraid to step outside your comfort zone, take advantage of opportunities to learn new skills and explore different areas of business.





**S3**

**SECTION 3-5**

# **OUR KEY OBJECTIVES**

## **VALUE & COMMUNITY**

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



# FUNDRAISING SUCCESS

YEAR	FUNDS RAISED
<b>2020</b>	<b>\$19M</b>
<b>2021</b>	<b>\$10M</b>
<b>2022</b>	<b>\$14M</b>
<b>2023</b>	<b>\$26M</b>
<b>2024 (YTD)*</b>	<b>\$9M</b>

*\*Approximate numbers through 5 months*





# THIRD ANNUAL BAUER GALA



The Third Annual Bauer Gala gathered over 500, alumni, industry partners, and friends of the college to celebrate the college's new accomplishments and the impact of Bauer alumni and business leaders. Bauer recognized Tilman Fertitta (Entrepreneurship Award), Hewlett-Packard Enterprise (Community Impact), and Karen Duddlesten (Lifetime Achievement Award).





**THE FUTURE  
IS OUR BUSINESS™**

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