



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.