



BAUER
COLLEGE OF BUSINESS
UNIVERSITY of HOUSTON



C.T. BAUER COLLEGE OF BUSINESS





**WHERE
AWESOME
HAPPENS**





GREETINGS!

Welcome to the C. T. Bauer College of Business. Here, we like to say that this is a place “Where Awesome Happens,” and as you read through this viewbook, I know that you’ll get a good sense of how “awesome” the student experience is at the Bauer College.

As a Bauer student, you will no doubt gain strong business acumen and an understanding of the global marketplace, but you will also have the opportunity to truly experience what it is to put those skills into action. Your 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, technology, sales, investment, business consulting and

more. Your alumni network from Bauer is more than 50,000 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 making Bauer College the place “Where Awesome Happens,” and in doing so, ensuring your success as a student and ultimately, a proud alumnus, of Bauer.

Latha Ramchand

Latha Ramchand

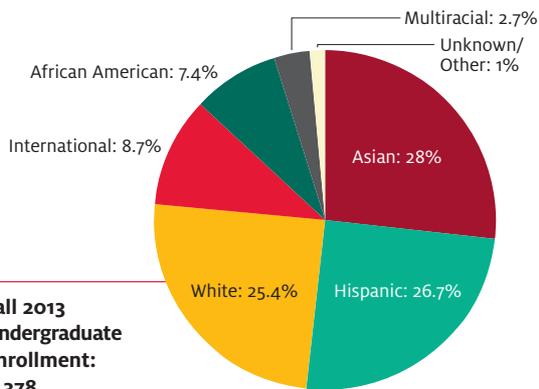
Dean and Professor, Finance
C. T. Bauer College of Business
University of Houston
A Carnegie-designated Tier One
research university

BAUER AT A GLANCE



DIVERSITY

The C. T. 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 70 countries and speak 66 languages. Bauer College is one of the big reasons why the University of Houston is the most diverse research university in the country.



Fall 2013 Undergraduate Enrollment: 4,378

OUR RANKINGS

- Cyvia and Melvyn Wolff Center for Entrepreneurship: Ranked in the top three on the list of Top 25 Undergraduate Entrepreneurship Programs in the U.S. since 2007 (*The Princeton Review* and *Entrepreneur* magazine, Top 25 Undergraduate Entrepreneurship Programs, 2013)
- Undergraduate program: 47th among public business schools (*Bloomberg BusinessWeek*, Top Undergraduate Business Schools, 2013)
- 53rd among public business schools (*U.S. News & World Report*, Best Undergraduate Business Programs, 2013)
- #1 in Texas for total minority degrees awarded; #1 in Texas for total degrees awarded to Asian Americans; #3 in Texas for total degrees awarded to Hispanics; #4 in Texas for total degrees awarded to African Americans (Diverse Issues in Higher Education, 2013)



BY THE NUMBERS

5,781

TOTAL BAUER
ENROLLMENT

4,378

UNDERGRADUATE
STUDENTS

145

FULL-TIME
FACULTY



FEMALE

46%



MALE

54%

1294

AVERAGE SAT SCORE
(CRITICAL READING @ MATH)

300

BAUER HONORS
STUDENTS

WHERE DO BAUER STUDENTS INTERN?

BAKER HUGHES

BRITISH PETROLEUM (BP)

DELOITTE

ECOLAB INC.

ERNST & YOUNG

MASS MUTUAL

MERRILL LYNCH

MORGAN STANLEY

NEUDESIC

NORTHWESTERN MUTUAL

PERFORMANCE SYSTEMS

PRICEWATERHOUSECOOPERS (PWC)

SCHLUMBERGER

SEQUENT ENERGY MANAGEMENT

SYSCO CORPORATION

ACCOUNTING

Contrary to popular opinion, it's not all about taxes. The accounting major prepares students for measuring and analyzing the income, costs, sources and uses of an organization's funds based on generally accepted principles. A student graduating with a BBA in accounting will be able to record, analyze and interpret financial data and other information; identify and diagnose accounting problems; communicate financial results and other information clearly; recognize ethical and regulatory dilemmas; and demonstrate an understanding of accounting and financial concepts. Careers are available in corporate, non-profit and government organizations, as well as in the field of public accounting.

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

Specialty Offerings

Professional Program in Accountancy
Internal Audit Certificate
Oil and Gas Certificate



ENTREPRENEURSHIP



Students from the Wolff Center for Entrepreneurship have more than just a classroom experience. By partnering with the University of Houston Division of Research, student entrepreneurs pitch viable business plans during competitions to seek funding.

This spring, six student teams brought home six podium wins.

If you want to be your own boss, study entrepreneurship. Administered through the Wolff Center for Entrepreneurship (WCE) and consistently ranked among the top programs of its kind in the nation, 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. Entrepreneurship is the only selective major within the C. T. Bauer College of Business. Applicants go through an intensive application process to qualify for one of a limited number of spots available each year. The application involves specific junior-level coursework requirements and interviews, and is only available in fall semesters.

To learn more about this program, visit

www.bauer.uh.edu/entrepreneurship



Students from the Wolff Center for Entrepreneurship put their startup skills to the test during the program's annual Wolfffest, an event that challenges teams to create food stands on campus and compete to earn the most revenue and execute the most successful business plan.

FINANCE



A finance degree is an investment that will always pay dividends. The finance major offers studies in the theory and application of activities related to the financing and investment decisions of individuals, corporations and non-profit entities. This includes the analysis of risk, investment cost and benefits, and securities management, as well as the study of financial institutions and their operations. Emphasis is given to understanding decision processes and financial markets and developing optimal decisions.

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



Finance Senior Sravya Chilukuri learned about public policy in regards to the oil and gas industry during the Bauer in D.C. program.

Specialty Offerings

Global Energy Management
Risk Management and Insurance
Personal Financial Planning
Commercial Banking

MANAGEMENT

Leadership skills are crucial to business success. The management major is excellent preparation for students who wish to study administrative sciences or are interested in general management/management trainee positions. This major focuses on the behavior of individuals and groups within formal organizations, with particular emphasis upon the application of theory and research to management practice. Topics receiving primary emphasis include leadership and motivation of personnel, decision-making, the adaptation of organizations to their environment and the planning for and use of human resources in both the public and private sectors.

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



Specialty Offerings Human Resources Track • Leadership Track

MANAGEMENT INFORMATION SYSTEMS

Technology has reinvented the way the world does business. Because management information systems (MIS) has changed from a purely technical skill to a people skill, our majors are trained as business analysts rather than programmers. Today's MIS professionals are involved in the identification, creation and maintenance of information systems in organizations of all sizes in virtually every profession. Bauer's MIS major focuses on fundamentals of systems analysis and design; project management; and database technologies. Students who plan to enter the information technology field can take courses in IT infrastructure; consulting; and audit and compliance procedures. In the end, MIS professionals are required to operate in highly interconnected and competitive global environments; apply their skills across entire organizations; and have a thorough grasp of the broader industry in which they work.

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



PES Open Golf Tournament, Kingwood Country Club



Marketing connects goods and services to consumers. Majors focus on topics such as how to conduct market research, how to analyze buyers, how to use customer databases, how to sell, how to manage selling operations, how to market in an international context and how to formulate marketing strategies. Majors can pursue careers in sales, retail, marketing research and analysis, and marketing communications.

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



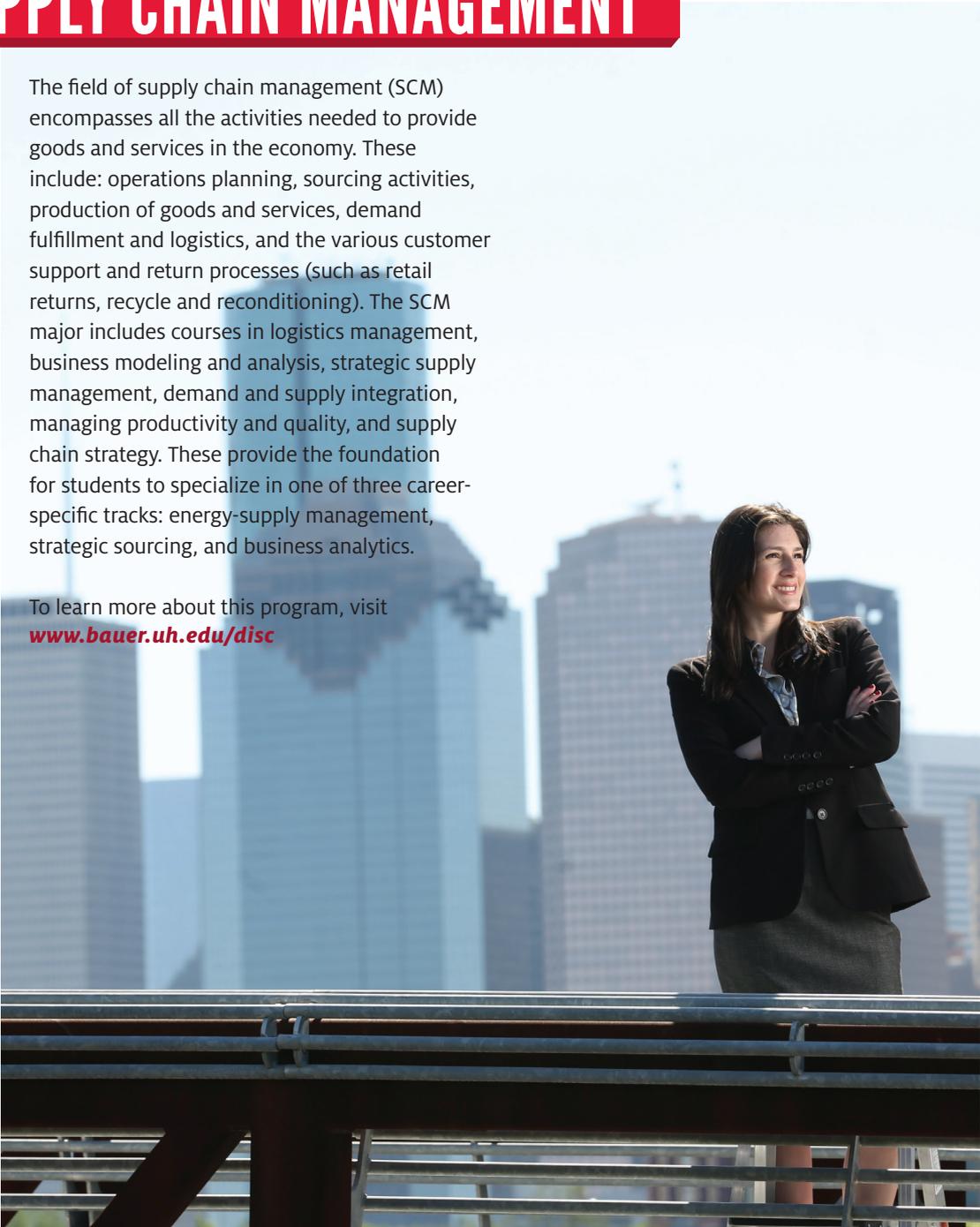
Specialty Offering

The Program for Excellence in Selling (PES) prepares students for careers in selling, specifically in the area of business-to-business sales. Students join the program through a competitive interview and selection process. After being accepted, students participate in a specific sales course track (including a practicum course) and get real-world experience via exercises outside the classroom.

SUPPLY CHAIN MANAGEMENT

The field of supply chain management (SCM) encompasses all the activities needed to provide goods and services in the economy. These include: operations planning, sourcing activities, production of goods and services, demand fulfillment and logistics, and the various customer support and return processes (such as retail returns, recycle and reconditioning). The SCM 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 provide the foundation for students to specialize in one of three career-specific tracks: energy-supply management, strategic sourcing, and business analytics.

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



STUDENT LIFE



Students from the Bauer College have the opportunity to intern and work in and outside the Houston city limits with companies like Google and Deloitte, and can also study in D.C. and abroad.

PROGRAMS AND RESOURCES



Students line up to meet prospective employers at the Rockwell Career Center's Spring 2014 Career Fair.

Rockwell Career Center

The Rockwell Career Center offers a wide variety of career development, job search and networking services to degree-seeking students at the Bauer College, including the Bauer Career Gateway (job postings/events/workshops), online tools (industry research/job postings/interview prep), on-campus recruiting, internship information, business career fairs (spring & fall fairs, MBA career mixers) and individual career counseling. Visit www.hirebauer.com for more information.

Bauer Honors Program

The Bauer Business Honors Program is a specialized program for business majors and minors that combines a solid liberal arts foundation from The Honors College with specialized business curriculum. Through intimate classroom settings (max of 24 students per class), personalized academic services and social networking events, Bauer Honors students receive a first-rate education and gain a competitive edge in the job market. 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. The first semester focuses on leadership within the individual, while the second semester focuses on external influences when leading others. Students gain a deeper understanding of their strengths and ability to lead through a series of interactive workshops and experiences. For more information, visit www.bauer.uh.edu/tblcp.



Each spring, Bauer students have the opportunity to further develop their leadership skills through a weeklong camp called LeaderShape, led by the college's Leadership Initiatives Team.

The University of Houston learning abroad programs are designed to give students an opportunity to learn about local business practices “on the ground” by immersing students in local culture, learning from on-site visits with local businesses, and meeting with government officials. Each of these learning abroad programs follows a similar model, whether you’re in Berlin, Chile, Paris or Prague. To learn more, visit www.uh.edu/learningabroad.

The Bauer in D.C. Internship Program is an experiential and academic program in which the Bauer College sends outstanding undergraduate students to Washington, D.C. for a semester long internship. Our participants work full-time for the organization of their choosing while taking classes through UH. They live in the heart of Capitol Hill, a short walk from the U.S. Capitol Building, the Supreme Court and the Library of Congress. Bauer in D.C. Interns have worked for organizations such as the U.S. Chamber of Commerce, the Financial Services Roundtable, the Consumer Financial Protection Bureau, and the U.S. Department of Commerce.

Bauer’s over 25 student organizations—from the Finance Association to the Hispanic Business Student Association to the Women’s Energy Network—provide wonderful opportunities for personal and professional development.

The yearly LeaderShape Institute also imparts the values of leading with integrity, while developing a healthy disregard for the impossible. For more information, visit www.bauer.uh.edu/bsa.

Learning Abroad

Bauer in D.C.

Bauer Student Organizations

ADMISSIONS OVERVIEW

UH ADMISSIONS PROCESS *December 1 Priority Deadline*

- 1**
 Apply to UH (main campus) online using the ApplyTexas application for admissions and scholarships at www.ApplyTexas.org.
- 2**
 Submit the \$50 application fee. Pay online or with a check or money order made payable to: University of Houston.
- 3**
 Submit official high school transcript. Electronic submission is preferred.
- 4**
 Submit SAT or ACT scores electronically from the testing agency.
- 5**
 After applying, activate your myUH self-service account and monitor your admission status.

For more information, visit uh.edu/admissions.

BAUER ADMISSIONS PROCESS

No separate application is required. Simply apply as a freshman to the University of Houston via www.applytexas.org. You will be asked to select a preferred major; select "Business" or "Pre-Business."

1 Bauer College Freshman Admission Requirements

	Rank in Class	Minimum Test Scores	
		SAT*	ACT
Automatic Admission	Top 20%	1200	26
Automatic Admission	21-50%	1250	28
Individual Review	51% and lower	1250	28

*SAT scores include Critical Reading and Math only

2 Bauer College Transfer Admission Requirements

Semester Hours	Grade Point Average (GPA)
30-60	3.0 or higher cumulative GPA, including attempted transfer courses.
60+	3.0 or higher cumulative GPA on last 60 hours of college-level coursework, including attempted transfer courses.

SCHOLARSHIP OVERVIEW

BAUER COLLEGE SCHOLARSHIPS

Overview

In addition to university scholarships, the Bauer College has its own scholarship program. Scholarships are awarded to students in every major in business and can be awarded based on factors such as merit, financial need, GPA, major or field of interest, community involvement, career goals, leadership skills or membership in Bauer College 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, yearly undergraduate renewable scholarships totaling up to \$10,000 per academic year, are available to select incoming freshman students who achieve above and beyond the minimum admission standards required for entrance into the Bauer College.

Scholarship Criteria

In order to be considered for a Bauer Excellence Scholarship, high school students must:

- Apply and be **admitted** into UH and the C. T. Bauer College of Business
- Have a Critical Reading and Math SAT score of **1400 or above**, or **32** ACT composite score
- Be ranked in the **top 15%** of his/her high school class

For more information, visit www.bauer.uh.edu/bes.



Madison Richard, Management Information Systems Sophomore, Bauer Excellence Scholar



Christopher Collum, Management Information Systems @ Supply Chain Management Sophomore, Bauer Excellence Scholar

VISITOR INFORMATION



Bauer College's footprint on the University of Houston main campus spans three buildings and 266,200 square feet, with classroom and meeting space for student activities, on-campus recruiting, and events and lecture series.

UH Admission Events

Have you seen the real UH? Field trips, concerts and summer programs don't count! Come visit UH via a tour of campus or attendance at open houses and other university-wide events offered by the UH office of Admissions. Certain events also include a group guided tour of the Bauer College. More information is available online at www.uh.edu/admissions.

High School Fairs

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

Class Visitation

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

Bauer Tours or Self-Guided Tours

Want to come check out the 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 that is available to visitors at the Office of Undergraduate Business Programs (second floor, suite 262, Melcher Hall) or for download online. Our buildings are open every day except Sunday.

For more information, visit www.bauer.uh.edu/prospective.



Cullen Family Plaza Fountain, UH Campus



Go Coogs!



Placeholder for business card

For more information, visit
www.bauer.uh.edu/prospective

ACCOUNTING

ENTREPRENEURSHIP

FINANCE

MANAGEMENT

MANAGEMENT INFORMATION SYSTEMS

MARKETING

SUPPLY CHAIN MANAGEMENT

BAUER
COLLEGE OF BUSINESS
UNIVERSITY of HOUSTON

C. T. Bauer College of Business

334 Melcher Hall

Houston, TX 77204-6021

bauer.uh.edu