

# C. T. BAUER COLLEGE OF BUSINESS



Building Business Leaders

UNIVERSITY *of* HOUSTON

**ON JULY 12, 2000**, a sixty-year-old business school, formerly known as the College of Business Administration at the University of Houston, received the largest up-front award to any single college in the history of the University. C. T. "Ted" Bauer, co-founder of AIM Management Group, endowed the college with a gift of \$40 million. The business school proudly took his name, becoming the C. T. Bauer College of Business. Ted Bauer's generosity and leadership fueled the transformation of Bauer College into a premier metropolitan business college.



Dean Warga

Under the stewardship of Dean Arthur D. Warga, Bauer College has focused on attracting and retaining world class faculty, developing innovative curriculum and establishing unique programs designed to bring students and business together. The results include an updated curriculum, twice the number of faculty, and targeted certificate programs in energy and finance that prepare Bauer graduates for success in a global economy.

Melcher Hall, Bauer College's home, received a complete renovation giving it a downtown corporate ambience. The lobby's neon ticker rotates current stock prices overhead while multiple flat-screen TVs on the media wall air CNN 24/7. The lobby is part of the AIM Center for Investment Management, deemed one of the best designed business school classrooms in the U.S. by *American School and University* magazine. The center includes the ticker, video wall, 16-station trading laboratory, 36-seat classroom, and 20-seat executive conference room. Plus, Bauer has WiFi access throughout and a Starbucks!

Today, the Bauer College of Business is on the path to greatness, fueled by a superb faculty, excellent staff, passionate alumni, brilliant students, generous business partners and visionary leaders dedicated to the future of our youth and our nation. Further, UH and Bauer have new construction and expansion plans underway. Bauer College is **building the business leaders of tomorrow**.



## OUR FOCUS

### Accountancy & Taxation

Students consistently exceed the national average on the CPA exam pass rate and are recruited by the Big Four accounting firms. The department prepares students for careers in accounting by offering the Professional Program in Accountancy, the Master's Program in Accountancy and the Certificate in Accountancy Program. New curriculum allows students to earn Certificates in Internal Auditing and Risk Management.

### Decision & Information Sciences

Bauer College has the #1 Management Information Systems department in the Gulf Coast and #17 worldwide. Students in supply chain management and MIS classes solve business problems for over 50 non-profits, small business and major corporations each year. The faculty in the department is ranked in the top 30 internationally in terms of research productivity.

### Finance

Finance faculty are #8 in the nation and in the top five percent worldwide for published research. The Cougar Investment Fund lets graduate students manage a real investment fund that continually outperforms its benchmark. In addition, the fund is home to the nation's #1 student stock analysis team, which placed higher than powerhouse business schools like Carnegie Mellon and MIT in the Chartered Financial Analyst (CFA) Institute Global Investment Research Challenge.

### Management

Bauer College is one of five schools in the United States with multiple Academy of Management Hall of Fame Professors. Faculty in the department also sit on the editorial boards of some of the industry's most prestigious academic journals.

### Marketing & Entrepreneurship

The Department of Marketing and Entrepreneurship is home to the nation's #1 undergraduate entrepreneurship program, the Cyvia and Melvyn Wolff Center for Entrepreneurship. The department also includes the Program for Excellence in Selling, which has the deepest curriculum, largest enrollment and highest corporate support of any university program in selling and sales management. Marketing faculty are ranked #9 among leading research university for faculty scholarly productivity, and doctoral students have won the Howard Award for the best dissertation in the field of marketing twice in the past decade.

### Centers & Institutes

With world-renowned faculty members at the helm, centers and institutes at Bauer College combine research, academic programs and corporate and community partnerships to focus on key sectors that drive the Houston economy.

- ▶ AIM Center for Investment Management
- ▶ Bauer Center for Business Ethics
- ▶ Bauer Economic Development Program
- ▶ Institute for Diversity & Cross Cultural Management
- ▶ Institute for Health Care Marketing
- ▶ UH Global Energy Management Institute
- ▶ Information Systems Research Center
- ▶ Sales Excellence Institute
- ▶ Small Business Development Center
- ▶ Wolff Center for Entrepreneurship

# BAUER FACTS

- ◆ UH Bauer is ranked among the top 40 public undergraduate business schools by *BusinessWeek* (2008). *U.S. News & World Report* also ranks Bauer in its national list of top business schools.
- ◆ The Cyvia and Melvyn Wolff Center for Entrepreneurship is the #1 undergraduate entrepreneurship program in the U.S., according to *The Princeton Review* and *Entrepreneur* magazine.
- ◆ The evening MBA program at Bauer is ranked #1 in Houston, #4 in the region and #27 in the nation by *BusinessWeek* (2007).
- ◆ A four-member team from Bauer's Cougar Fund was judged the best student stock analysis team in the country and third in the world, in the CFA Institute Global Investment Research Challenge.
- ◆ Bauer's Department of Finance is #8 on Academic Analytics' Scholarly Productivity Index, which was published in the *Chronicle of Higher Education*. Bauer's Department of Marketing is #9.
- ◆ The enrollment for the Bauer College Business Honors Program has more than doubled since its inception in 2001.
- ◆ More than 2,000 companies recruit Bauer students, and more than 436 corporate partners invest in Bauer. A record number of companies and thousands of students participate in Bauer's Career Fair.
- ◆ Bauer College is the only comprehensive business school in the Houston area offering BBA, MBA, Ph.D., and MS Accountancy and Finance degrees.
- ◆ More than 5,600 students representing more than 130 countries and speaking 66 languages attend Bauer.
- ◆ Bauer College is part of the University of Houston, the nation's most ethnically diverse research university. The University of Houston is an Equal Opportunity/Affirmative Action institution.

## PROFILE

### Enrollment at Bauer College

5,600+ students  
300 Professional Program in Accountancy (undergraduate)  
272 Bauer Business Honors Program  
870+ MBA (includes full and part-time and EMBA)  
275+ MS Accountancy

### Graduate Student Profile

Average GMAT 566 (not including doctoral)  
Average age 27 years

### Undergraduate Student Profile

Average SAT 1172  
One-third work full-time while attending college.  
Many are the first in their family to graduate from college.

### Executive Student Profile

EMBA programs are ranked among the top 20 public EMBA programs nationwide by the *Financial Times* (2008).  
Average age 36 years  
Average 12 years professional work experience  
27% female and 53% ethnic minorities



Key business leaders like John McNabb, Chairman of the Board, Growth Capital Partners, L.P., support UH Bauer. McNabb also chairs Bauer's Dean's Executive Board.



Rockwell Career Center's Career Fair attracts hundreds of recruiters throughout the year.



Outstanding Students. Renowned Faculty. Distinguished Alumni.



**Charles T. (Ted) Bauer, 1919 – 2004**

Ted Bauer's extraordinary \$40 million contribution to the University of Houston galvanized the faculty, staff, students, and alumni.



*G. Edmond Clark, MBA '79  
President and CEO,  
FedEx Trade Networks, Inc.*



*Karen W. Katz, MBA '82  
President and CEO,  
Neiman Marcus Stores*



*Duy-Loan T. Le, MBA '89  
Senior Fellow, Texas Instruments;  
Director, National Instruments*



*Samuel A. DiPiazza Jr.  
MS ACCY '73  
CEO,  
PricewaterhouseCoopers Int'l, Ltd.*



*Gerald W. McElvy, BBA '75  
President of ExxonMobil  
Foundation,  
ExxonMobil Corporation*



*Marvin E. Odum, III, MBA '95  
President  
Shell Oil Company*



*Mark G. Papa, MBA '80  
Chairman and CEO,  
EOG Resources, Inc.*



*Bruce A. Williamson, MBA '95  
Chairman and CEO,  
Dynege, Inc.*



*Melvyn L. Wolff, BBA '53  
Chairman of the Board  
Star Furniture,  
a Berkshire-Hathaway Company*



*Jack B. Moore, BBA '77  
President and CEO,  
Cameron*



*M. Fran Keeth  
BBA '77, MS ACCY '80, JD '88  
Retired CEO,  
Shell Chemicals, Inc., and  
Executive Vice President,  
Royal Dutch Shell, PLC*



*Richard G. Rawson, BBA '72  
President,  
Administaff, Inc.*



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