



Bauer College Associate Dean Frank Kelley and Program Director Joyce Williams celebrate the college's Program for Financial Literacy recognition at the Nasdaq Market Center. (Photography by Christopher Galluzzo/Nasdaq, Inc. © 2016 Nasdaq, Inc.)

OUR CITY, OUR COLLEGE

Shaping Financial Futures

At the C. T. Bauer College of Business, we are committed to answering the financial industry's call for skilled professionals while giving back to our community through the Bauer College Program for Financial Literacy.

With a projected 27 percent increase in demand for jobs in the financial industry over the next decade, along with data showing that an estimated one in four U.S. households are "unbanked" or "underbanked," we believe it is critical to provide training to future financial planners and to spread education and awareness of financial literacy in the Houston community. Our Program for Financial Literacy & CFP® Registered Personal Financial Planning Track in Finance gives business students an accelerated path to becoming a Certified Financial Planner and also provides outreach for low and middle income students and families through community events, including our annual Financial Symposium. In just three years, we've built the program to national recognition, most recently with TD Ameritrade Institutional recognizing Bauer College as a leader in educating young professionals with a \$50,000 NextGen grant.

We are focused on developing programs to fit industry needs, while serving our community and building a better future. *We are Houston, and we are your business connection.*



C. T. Bauer College of Business is an AACSB accredited business school.

The University of Houston is an EEO/AA institution.

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