



**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY of HOUSTON

  
**ROOTED**

*in* **BUSINESS**

When it comes to innovative business concepts, Texans are in the driver's seat.

We're not content to follow what others have done. Instead, we carve our own paths and make the rest of the world take note.

At the University of Houston C. T. Bauer College of Business, we harness that independent spirit to help our students create something great.

Take Lillie Parks, who studied sales and marketing at Bauer College. Lillie's love of fashion and knowledge of marketplace need led her to create Park Boutique, offering Houston trendsetters a mobile shopping experience.

Our alumni are rethinking traditional business models and blazing a trail for other independent thinkers.