

BAUER COLLEGE OF BUSINESS UNIVERSITY of HOUSTON

College Moves Up in Rankings

BusinessWeek Lauds Energy Program

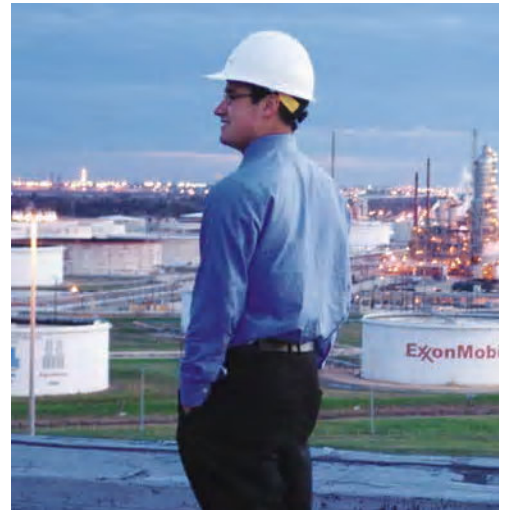
The C. T. Bauer College of Business at the University of Houston is home to one of the nation's most impressive niche programs for business students, according to *BusinessWeek*, which ranked the college #40 on its list of the best public undergraduate business schools in the United States.

BusinessWeek released its 2008 list of the Best Undergraduate B-Schools in late February and prominently featured Bauer College's Global Energy Management program, noting the college's use of "local industry and corporate connections to build a national profile" and to "train the next generation of energy executives."

The publication reaches 4.8 million readers each week in 140 countries. The March 10 issue of the magazine, now on newsstands, includes its annual rankings of undergraduate business schools, along with a sidebar on "niche" programs at some schools on the list. Only four such programs, including Bauer's GEM program, were featured in the spread, and of those, Bauer was one of two schools photographed for the magazine. Finance/GEM senior **Mario Bejarano** was photographed at the ExxonMobil complex in Baytown, which highlighted the Houston area's unique tie to the energy industry.

"Being recognized by a national publication like *BusinessWeek* is a validation of the important role our GEM

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Energized. No better city than Houston. GEM senior **Mario Bejarano** looks to energy for his future career.



PHOTO FINISH

Recent Happenings around the C. T. Bauer College of Business

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Sequent Energy VP Tumminello Stresses 'People' Factor



Peter Tumminello, executive vice president of business development and support at Sequent Energy Management, enthralled a packed crowd of students from the C. T. Bauer College of Business with his advice on succeeding personally and professionally during the college's Distinguished Leaders Series in March.

Since February 2007, Tumminello has been responsible for leading, developing and executing a coordinated business development strategy for Sequent, which serves the needs of utilities, marketers, retail aggregators, municipalities and large industrial customers in the United States. Before that, he was vice president of corporate development for AGL Resources, Sequent's parent company, for nearly two

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"Building relationships is very important" in business success, says Peter Tumminello, executive vice president of business development and support at Sequent Energy Management, during the Distinguished Leaders Series on March 4.

Doctoral Grad Honored for Health Care Research

An accounting Ph.D. student from the C. T. Bauer College of Business was honored in 2007 by the American Accounting Association with an Outstanding Dissertation Award from the association's Government and Nonprofit Section.

Rabih Zeidan, who graduated in May, was recognized for his dissertation titled "Charity Care Measurement, Political Cost Constraints and Discretionary Spending by Hospitals." He received a plaque and a \$500 award.

"One of the most defining moments of the doctoral degree is completing the dissertation," Zeidan said. "In addition to this accomplishment, receiving an outstanding dissertation award from the most prestigious American Accounting Association makes this a great honor, not only for me, but also for my dissertation advisor, **Dr. Saleha Khumawala**, as well as the Department of Accountancy & Taxation and the C. T. Bauer College of Business."

Khumawala agreed, noting that Zeidan's dissertation shed light on one of the most pressing and hotly debated issues in health care today — what does the public expect from hospitals in exchange for the tax-exempt status?

"His research demonstrates that the political and financial incentives motivating hospital managers and the public reporting standards need to be better aligned to ensure full and fair disclosure of this important community benefit obligation," Khumawala said.

"In his dissertation, Rabih has provided solid theory and evidence that will guide public policymaking and advance the practice of sound hospital management throughout the country," she added. "The outstanding dissertation award is eminently well-deserved and is a genuine credit to Bauer College and the University of Houston."



Rabih Zeidan's paper examined a hot issue in health care.

Practical Applications

Macy's VP: Retail World Is Real World of Business

Students from the C. T. Bauer College of Business got a glimpse of real-world problem solving when **Wayne Lebanowski**, senior vice president of operations of Macy's, Inc., visited assistant professor **Jamison Day's** service and manufacturing operations classes in March.

"It's a win-win for the university and businesses anytime we can make alliances," Lebanowski said.

Lebanowski provided students with a case study of problems Macy's faced and brainstormed solutions with them. Then, he explained the solutions his company decided to implement.

"We augment what professors are doing when we can bring in real-life operational issues into the classrooms," Lebanowski added.

Bringing in professionals helps students to translate what they learn in class into a professional application. It helps explain to students that solutions are not always clear in the corporate world, Day, said.

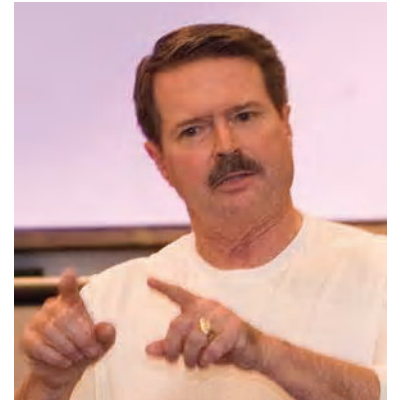
"Industry professionals live in the middle of complex real-world problems where there is seldom a clear answer, but an understanding of the concepts we teach is often what helps them frame the problem," Day said. "Students seem to enjoy hearing that what they are learning has practical application in the real world."

Having an executive from Macy's in the classroom and the alliances built with large companies is useful to students as a career resource as well, he added.

"It is a tribute to the success of the Bauer College and its Operations Management program that some of the most recognizable companies in the country choose to recruit here," Day said. "Maintaining our relationships with successful corporations is essential if we are to continue fostering such excellent working opportunities for our students."

The connections between the college and the companies are beneficial not only to the students; it is beneficial to companies that visit the school, as well, said **Brett Hobby**, Assistant Director of Employer Services & Recruitment at Rockwell Career Center. Hobby was instrumental in bringing Lebanowski to Bauer, Day said.

"For us," Lebanowski said, "it allows students to see that retail is one of the largest industries. We are able to inspire them to think of us as a career. It also gives us the opportunity to interface with professors that are doing cutting-edge research."



Wayne Lebanowski, senior vice president of operations for Macy's Inc., explains a case study problem to students in Assistant Professor Jamison Day's service and manufacturing operations class.