



September 10, 2010

Dear COB Student:

Much has happened since my last letter to you on February 1st. In case you have not heard, we were reaffirmed by AACSB-International last spring. This is excellent news that I hope you will share with your friends and family.

Today, I want to bring you up to speed on some of the initiatives I mentioned in the February 1st letter as well as share with you some of the exciting news I presented to COB faculty at our annual meeting last month. In every situation, decisions made by faculty and the leadership of the College of Business have been and will continue to be to improve the quality of your business education.

As I noted in my last letter the College of Business at UH recently upgraded its admission standards. A student must now have a GPA of 2.5 to declare their major in the College of Business. The table below identifies universities in the area on their minimum requirement to enter the College of Business. I hope you share in my belief that the 2.5 GPA will improve the quality of our programs and sustain the future of the College of Business as a high quality business program.

University	GPA	Comments
UH	2.75	PREBUSINESS: Applicants must complete a minimum of 15 credit hours of college-level work (with grades) and have a 2.75 GPA on their last 60 credit hours of all college-level work attempted (<i>Bauer website</i>)
	2.5	MAJOR: Applicant must have a minimum 2.5 UH GPA by the official closing of that particular semester. (<i>Bauer website</i>)
UHD	2.5	Effective Jan 10, 2010 current students and new transfer students must have a GPA of 2.50 or higher to declare their major in the College of Business. (2010-2011 Catalog) Students must have a 2.0 GPA in Business courses to graduate.
UHCL	2.0	Students must have 2.0 GPA in Business courses in order to graduate. (2009-10 Catalog)
Sam Houston	2.0	Accounting majors must have 2.5 GPA in order to graduate. Other majors accept nothing less than "C" as a passing grade in specific major courses. (2008-10 Catalog)
SFASU	2.0	Students must have 2.0 GPA in Business courses in order to graduate. (2009-10 Catalog)
TSU	2.0	Students must earn 2.5 GPA in major courses in order to graduate. (2009-2010 Catalog)

Along the lines of improving the quality of our programs in the College of Business, I am sure you remember that I instructed our Advising Office, Associate Dean, and Department Chairs to enforce our policy noting a student who fails a required course after three attempts will be dismissed from the College of Business for "failure to progress." The policy has existed for some time and can be found on pages 30-31 in the 2010-2011 UHD catalog. Enforcement of the policy has begun. Currently declared majors in the College that have not passed a required course after three attempts will be given one additional opportunity to pass the course in question this academic year. If the student fails on this additional attempt, they will be unaffiliated from the College of Business allowing the student to major and attend courses within another college at UHD; just not our College of Business. Please be advised that we interpret a required course as any course mentioned as a Business Core Requirement (page 32) or Major

Requirement (pages 32-37). Finally, we interpret a failing grade as preventing the student from moving forward in their degree plan. Therefore, in some majors a “D” in a course will be considered a failing grade if the next course in the degree sequence requires a “C” or better. Since enforcement of the policy began, several students have been unaffiliated from the College of Business.

I wanted to make you aware of the table below and how UHD ranked with 38 other universities in the State of Texas. This table is from the website <http://www.whatwilltheylearn.com/>. The purpose of the website is to identify what core knowledge a student should learn during their time in college. UHD received a grade of B along with UT, UH, and Texas Tech. The table lists some of the local universities. A complete list can be obtained at the web site noted above.

Institutions in Texas

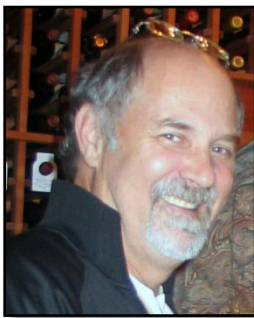
School	Grade	Composition	Literature	Foreign Language	U.S. History	Economics	Mathematics	Science	Tuition	Graduation Rate Within Six Years
Prairie View A&M University	B	✓	✗	✗	✓	✗	✓	✓	\$6,320 (In State) \$15,720 (Out of State)	32%
Rice University	F	✗	✗	✗	✗	✗	✗	✗	\$31,248	93%
Sam Houston State University	B	✓	✗	✗	✓	✗	✓	✓	\$6,515 (In State) \$14,825 (Out of State)	45%
Stephen F. Austin State University	B	✓	✗	✗	✓	✗	✓	✓	\$6,528 (In State) \$14,958 (Out of State)	44%
Texas A&M University - College Station	A	✓	✓	✓	✓	✗	✓	✓	\$8,336 (In State) \$22,886 (Out of State)	80%
Texas Southern University	B	✓	✓	✗	✓	✗	✓	✓	\$6401 (In State) \$14,711 (Out of State)	11%
Texas Tech University	B	✓	✗	✓	✓	✗	✓	✓	\$7,485 (In State) \$15,795 (Out of State)	60%
University of Houston - Downtown	B	✓	✓	✗	✓	✗	✓	✓	\$5,232 (In State) \$13,542 (Out of State)	12%
University of Houston - Houston	B	✓	✗	✓	✓	✗	✓	✓	\$8,532 (In State) \$14,108 (Out of State)	41%
University of Texas - Austin	B	✓	✗	✓	✓	✗	✓	✓	\$8,930 (In State) \$30,600 (Out of State)	81%
University of Texas - San Antonio	B	✓	✗	✗	✓	✓	✓	✓	\$7,527 (In State) \$15,837 (Out of State)	26%

Perhaps you have noticed on the TV screens throughout the Shea building where UHD ranks in producing graduates within the State of Texas on various majors. Generally, UHD ranks within the top 10 among Texas universities in producing business graduates in such programs as accounting, finance, and management to name a few. My point? The College of Business here at UHD produces as many graduates as UT, UH, Texas A&M, and Texas Tech with a third or half the student enrollment of these stated universities.

To supplement our quality faculty, I am pleased to announce that seven new faculty members have joined us this academic year. The qualities of these individuals are outstanding and I hope you have a chance to meet them during your time at UHD. I have enclosed a bio of each new faculty member for you to review below.



Kiran Parthasarathy holds a doctorate from the C.T. Bauer College of Business, University of Houston. She majored in Accounting and minored in Finance. Her research interests include Corporate Governance, Accounting Conservatism, Debt Markets, International Financial Reporting Standards (IFRS) and Auditing. She is a doctoral consortium fellow at the Deloitte Annual Lake Tahoe conference 2007. Her teaching interests include IFRS, Financial and International Accounting, Auditing and Financial Statement Analysis. Her industry experience includes managing the financial derivatives book with Standard Chartered Bank in India with training in London and as a credit risk analyst in El Paso Corporation, Houston."



John E. Dillard, Jr., received his Ph.D. in Marketing from the University of Arkansas. He taught at Virginia Polytechnic Institute and State University and The University of Tulsa previously. He has published two books and numerous articles in the marketing strategy/public policy fields based on his research and consulting experience. He has extensive consulting experience in internet marketing strategy including Search Engine Optimization, Data Based Marketing, Social Media Marketing and Customer Relations Management.



Jonathan Davis is a recent graduate of Purdue's College of Technology Ph.D. program. His dissertation topic concerned the simulation of project networks using constrained or simplified inputs. Jonathan received his MBA in operations management from St. Edward's University in 2002, and his Bachelor's in Journalism from The University of Texas at Austin in 1999.



David Epstein has a bachelor's degree in finance, a master's degree in educational psychology, and is finishing his doctorate in management at the University of Houston. His research interests are innovation, alliances, boards of directors, and top management teams. His teaching philosophy is to emphasize practical experience and participation in the classroom with a particular emphasis on developing thinking and writing skills.



Adrian Gil was born and raised in El Paso, Texas. Through a wonderful opportunity provided by NASA, he attended the University of Texas at El Paso (UTEP) to obtain his Bachelor of Science in Mechanical Engineering. He has worked with three Fortune 500 manufacturing operations where he was allowed to fast-track through several functional positions performing duties managing quality assurance, preventative maintenance, environmental compliance, safety, assembly line transfer, engineering, materials control, purchasing, production control and traffic/distribution operations. While working, he returned to UTEP and obtained his Master of Business Administration. Later, he returned once more to subsequently complete his doctorate in International Business.



Sara Perry earned a PhD in Industrial-Organizational Psychology from the University of Houston in 2009. She was also the 2009 recipient of the annual Meredith P. Crawford Fellowship in I-O Psychology, awarded by the Human Resources Research Organization (HumRRO). Her primary research interest is stress in the workplace, focusing on the role of personality in the experience of stress for different workers. She also studies emerging forms of work design, including flexible work arrangements and virtual teams. She currently teaches Management of Organizations in the College of Business at UHD.



Yingchun (Irene) Wang completed her bachelor degree in economics, Renmin University, China, graduated from the master's program in international business at Tsinghua University, China, and completed her Ph.D. degree in Human Resources and Industrial Relations at the University of Minnesota's Carlson School of Management in August 2010. Her central research interests focus on employee compensation and strategic human resource management. Her dissertation won the 2008 SHRM foundation dissertation award, an award in partnership with the HR division of the Academy of Management.

Besides the hiring of new faculty, we hired a new director for the Institute of Financial Literacy, Dr James Kane. Dr Kane has been heavily involved in the Entrepreneurship program at UHD. I hope you take the time to meet Dr Kane and discuss with him the importance of controlling debt and creating a financial plan for the future.

On August 31 Ms Geraldine Campbell my administrative assistant since I arrived and a College of Business employee for over 30 years retired. That was very sad for me but I am excited to welcome back to the College of Business the former Provost of UHD, Dr Molly Woods.

I wanted to make you aware of some events taking place on campus in the upcoming months. On October 14, 2010 Amy Buck from Wells Fargo and on November 11th, Christian Bruns, general manager of the US division for Estafeta will provide presentations for the Executive Speaker Series in B113. More information will follow on the COB website. I hope you will be able to attend.

Finally, I wanted to make you aware of the courses offered at UHD Northwest. The fall enrollments are very encouraging. Currently you can earn a degree in accounting, management, or general business at this site. We will offer finance and CIS next fall. The evening classes are hybrid and the day sections are the traditional face-to-face instructions. If you live in the area I hope you will investigate our offerings at UHD Northwest.

I hope you are pleased with the direction your College of Business has taken over the last few years. I believe we are on schedule to offer high quality programs and I am confident that the future looks bright for the College of Business at UHD.

Have a great semester.

Sincerely,

A handwritten signature in blue ink, appearing to read "Donald Bates", with a stylized flourish at the end.

Donald Bates, Ph.D.
Dean, College of Business