

*Teaching Through Real Cases in
Collaboration with the Industry*

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LETHAL PROBLEM #1



UNEMPLOYMENT

LETHAL PROBLEM #2

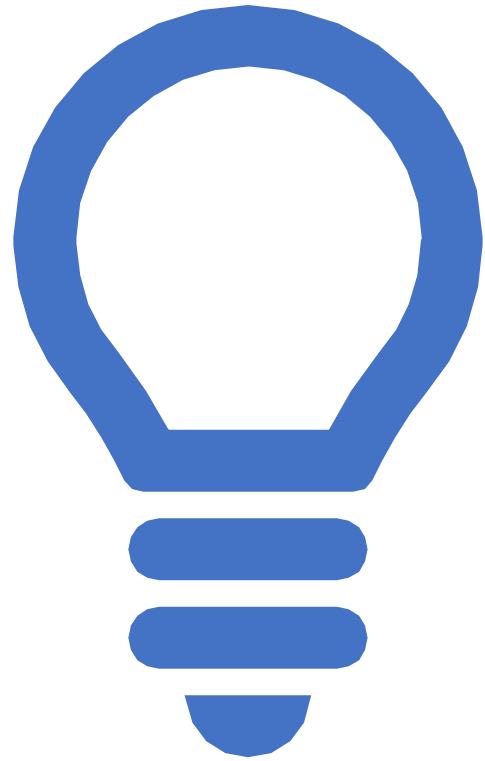


LACK OF
INTEREST/ATTENTION



How can we contribute to:

1. Reducing the unemployment rate
2. Involving university students by making them interested



The Partial Solution

EFFECTIVE EDUCATION

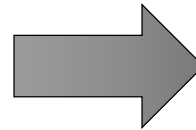
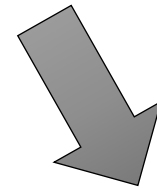
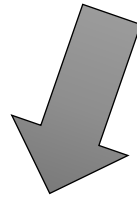
Corporations looking for industry-ready graduates
(Harmon, 2004)

Effective Education

(Saroyan and Frenay, 2010)

Students searching for Universities that can make them industry-ready

University – Industry Link





Effective
Education

(Saroyan and Frenay,
2010)



Effective Ed
Process –
Crepaway &
USEK

STAGE 1

Crepaway was in need of reaching out to the millennials!

Crepaway Challenge: Loyalty Program

Crepaway presented all details to the students on campus

Effective Ed Process – Crepaway & USEK

STAGE 2

Students had 2 months to act as Marketing Consultants

Course Instructors were available throughout the 2 months for guidance and mentorship

Elimination Process - projects that reflected feasibility, cost-effectiveness and necessity

Effective Ed Process – Crepaway & USEK

STAGE 3

Final Presentations - took place in the presence of company and instructors

Outcome - Talent was identified and students were requested to either join an internship program or a full time position upon graduation

International
Exposure



TELANTO Platform



A Barcelona based company



Technological Platform where the traditional university-industry collaboration has been transformed into a global and virtual collaboration with highly relevant impact to pressing corporate challenges.

Effective Ed
Process –
TELANTO &
USEK

STAGE 1

USEK proposed to Telanto which courses will be involved

Course syllabi were shared with Telanto

Telanto matched courses with company

Effective Ed
Process –
TELANTO &
USEK

STAGE 2

Challenge Accepted!

Communication through skype
between Company & Students

2 months to propose solutions &
project

Effective Ed
Process –
TELANTO &
USEK

STAGE 3

Elimination Process - Each class to
chose MVP (Most Viable Project)

Final Presentations - took place in the
presence of company and instructors

Outcome – TOO MANY TO INCLUDE
HERE! Next Slide Please 😊

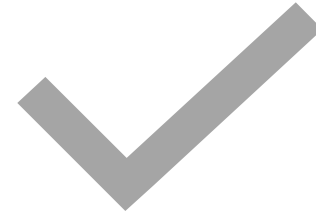
Positive Outcome



Company Benefit:

Free of charge insight into the Middle Eastern Market

Increase in brand awareness



Student Benefit:

Lived the actuality of being in a multinational company with world-wide offices

Were forced to schedule meetings & calls using technological platforms

Dive into the “unknown” through researching about countries they have no clue about (culturally, economically, behavior ...)

TELANTO Testimonial



Student Testimonial

“An unbelievable experience, whether local or international, to experience the true pressure of a marketing decision maker in a company. For once we felt that we could make a difference and live the consequences”

Youhanna Zeidan, USEK Graduate
Marketing Coordinator -Crepaway

Results
perceived

THE 4E's

- Experience
- Exposure
- Employment
- Enjoyment

Potential next steps or improvements



Continuity among programs



Part of curricula



Different courses



Longer periods



Create a global network of partners to facilitate international employment for our students.



Growing research links between industry and the educational institutions

Thank you for your
attention!

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