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)

Students searching for Universities that can make them industry-ready

University – Industry Link

Effective Education
(Saroyan and Frenay, 2010)
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<table>
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<th>STAGE 1</th>
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<td>Crepaway was in need of reaching out to the millennials!</td>
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<td>Crepaway Challenge: Loyalty Program</td>
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<td>Crepaway presented all details to the students on campus</td>
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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.
**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 ... )
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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