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University/Industry Collaboration: Using A Classroom Business Case to Enhance Student Problem-Solving/Learning Experience

Gregory Benson

University of Nebraska at Kearney, bensonge@unk.edu

Ngan N. Chau

University of Nebraska at Kearney, chaunn@unk.edu

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University/Industry Collaboration:

Using A Classroom Business Case to Enhance Student Problem-Solving/Learning Experience

By

Gregory E. Benson (Intended Presenter)

bensonge@unk.edu

and

Ngan N. Chau

chaunn@unk.edu

Department of Marketing/Agribusiness/Supply Chain Management

College of Business and Technology

University of Nebraska at Kearney

1917 West 24th Street, West Center WSTC400C

Phone: 308-865-8468

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Abstract

In an effort to aid students in developing their problem-solving skills that are essential to dealing with the challenges of today's business environment, university academic programs must find ways to update their curriculum and delivery to meet the talent need of businesses. This study illustrates how an academic program utilizes industry partnerships as a resource to maintain the relevancy of its curriculum. In particular, a university/industry collaboration experience is examined to showcase how a real business problem at an industry partner has resulted in a business case used in the classroom to enhance students' problem solving.

Key Words: Supply Chain Management (SCM), University/Industry Collaboration (UIC), Business Case Study