Teaching Case

Establishing Industry-Course Partnerships (ICP): Innovative Learning in Business Analytics Courses

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Abstract

While there has been considerable attention given to teaching various business analytics skills, partnering with industry to solve real industry problems at *the classroom level* has received relatively little attention. To fill this critical need, this case aims to (1) establish an experiential learning focused Industry-Course Partnership (ICP) in a business analytics course; (2) empower students through industry provided business analytics problem solving activities; (3) assess the impact of this innovative approach on students' experiential learning and value to the industry partner; and (4) disseminate findings through presentations, surveys, and research. The ICP consists of analyzing a dataset provided by an industry partner through a semester long project. These experiences afford opportunities to gain proficiency with critical and creative thinking, inquiry and analysis, and effective communication. Sample deliverables are available upon request.

Keywords: Industry-course partnership (ICP), business Analytics, experiential learning, innovative learning, teaching case