

# Highlights from WCSU-SIAS Student-Industry Collaborations

## Spring 2006

- Senior-Level Marketing Capstone Course, pilots student-industry collaboration between WCSU and SIAS, writing a strategic marketing plan for a Chinese Bus Manufacturer (Zhengzhou Yutong) exploring growth options through international expansion into the US market



➤ Formal student team presentations to relevant stakeholders in China and U.S. via video conference.

# Highlights from WCSU-SIAS Student-Industry Collaborations, Fall 2006



**BusinessWeek**



- Teams of WCSU-SIAS students worked together writing an in-depth case study for Zhengzhou Yutong Bus Manufacturer with a strategic focus on growth within the U.S. market.
  - Culmination of a semester of joint learning was the submission of the joint team's written case study with teaching note to an annual competitive student case writing competition.

## 2006-2007 Student Case Writing Competition



WCSU MBA Students &  
SIAS Undergraduate  
Students Working Together  
– Video Conference

# Highlights from WCSU-SIAS Student-Industry Collaborations, Spring 2007

- Teams of WCSU-SIAS undergraduate students worked together completing the strategic marketing plan for Zhengzhou Yutong Bus Manufacturer with a strategic focus on growth within the U.S. East Coast Shuttle Bus or Tour Bus Market (Large Metropolitan Areas).
  - Culmination of a semester of joint learning ended in presentation of marketing plans to Zhengzhou Yutong executives, WCSU executives in-residence, WCSU & SIAS Deans / Career Development Personnel / Faculty / Staff.

**SIAS Student Team A /  
SIAS Business Dean /  
Yutong Executives**



**WCSU Student  
Team A**



SIAS Student Team A  
with SIAS Business  
Dean and Client  
Company



WCSU Student  
Team A



## Strategic Marketing Plan for Zhengzhou Yutong Bus Company <http://www.yutong.com>

Marketing Management, MKT 490  
Capstone Undergraduate Marketing Course  
Ancell School of Business, WCSU  
<http://www.wcsu.edu/asb/mkt/>  
Dr. Karen L. Koza

Student-Industry Collaboration with

SIAS International University  
Xinzheng City, Henan  
The People's Republic of China  
<http://en.sias.edu.cn/>

Co-Sponsored through  
The Joint Research Centers:

Center for Business Research  
Ancell School of Business, WCSU  
<http://www.wcsu.edu/cbr/>

&

Center for Business Research  
SIAS International University

Team: **Give Team Name**

**WCSU Student Team**  
**List Students**

**SIAS Student Team**  
**List Students**

Student Teams  
Formally Present  
Strategic Marketing  
Plans to Client  
Company,  
Zhengzhou Yutong  
Bus Company on  
May 29<sup>th</sup> 2007  
via  
Video Conference

# Highlights from WCSU-SIAS Student-Industry Collaborations, Fall 2007 (currently in progress)

## 2007-2008 Student Case Writing Competition

- Teams of WCSU-SIAS students are currently working together writing an in-depth case study for Staples, Inc with a strategic focus on growth within the Chinese market.
  - Culmination of a semester of joint learning will be the submission of the joint team's written case study with teaching note to an annual competitive student case writing competition.

