

Industry Partnerships Open Doors for Supply-Chain Management Students

When industry comes calling, Gary Stading, associate professor of Management, Marketing and Business, not only answers the door, but invites them into the classroom.

“In supply-chain management, knowledge is at a premium,” he explains. “Our graduates are ready to hit the ground running and real-world scenarios they study in the classroom help prepare them for future careers.”

As coordinator for the Supply Chain Management program, Stading works to broker innovative partnerships that not only benefit the client, but the university and students. When a start-up energy company came to Stading seeking guidance on launching a new product, Stading negotiated to have his students develop a business plan. In exchange, the company will share profits from the product’s growth with the University.

“It’s a win-win,” Stading said. Students get hands-on experience developing a business model, the client receives needed help with very little up-front capital and the University will benefit from any future sales of the product.” Stading also works to incorporate community service projects in his curriculum.

A few years ago, Habitat for Humanity in Houston was faced with a supply-chain management problem. Donated items not needed in Habitat houses were going to waste. In other cities, Habitat had developed a ReStore to sell these items at low cost to the public with proceeds benefiting future Habitat projects. Houston, however, had not yet developed a ReStore. Stading and his class worked to develop a business plan that was eventually adopted by Habitat executives to create a ReStore in Houston.

Stading believes that competition drives quality and has seen that first-hand with his students. “UHD students are industrious. A student might have one, two or even three jobs and is taking classes to try to better him or herself,” he said. “Many have families—that is a strong motivator as well. I’m often impressed by how hard-working my students are.”

With what he describes as a casual and conversational teaching style, Stading drives home the message that help is always available, even beyond graduation. “If any of my former students encounter a supply-chain management or other business problem, they know they can always come back for help—my door is always open,” he said.

College of Business

Key Accomplishments During the 2007-2008 Year

- Marketing students develop, implement and measure an integrated marketing campaign for an external organization, such as Honda USA, U.S. Army and Bausch & Lomb. In the spring of 2007, students placed 2nd in the scholastic achievement award given by Bausch & Lomb and edVenture Partners.
- A team of COB students in business policy placed 2nd out of 179 universities in a global business simulation. Operating simulated companies and products in a competitive environment is used in both management and marketing classes.
- Students in a supply chain management class develop logistical processes for organizations such as Houston Habitat for Humanity.
- Students learn from corporate executives through the Dean’s Executive Speaker Series. Since its inception in 2006, nine programs have been offered with executives from a variety of organizations representing accounting, advertising, finance, software, research and entrepreneurship.
- Approximately 70 students have participated in the College’s study abroad program that has taken students to China, Spain and Hong Kong.



“In supply-chain management, knowledge is at a premium,” UHD associate professor of management Gary Stading, speaking about the University’s supply chain management program.

—Gary Stading, Ph.D.

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