

# STRATEGIC MANAGEMENT THROUGH STUDENT LENSES



**Yusof Ismail**



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## CHAPTER 4

# INSTRUCTIONAL PREFERENCES

Norhamimy Binti Daidin & Yusof Ismail

### **Abstract**

There are many factors that need to be considered in choosing instructional methods such as the age of the learner, the number of learners, individual or group environment. The instructor (or lecturer) needs to ensure that his methods match students' needs. Instructional methods preferred by students include e-mail, case studies, participative, in class discussion and exercises, and workgroup teaching. Students are not in favor of requiring oral presentation without looking at the slide or notes, very lengthy 'side-dish' lectures, giving examples of non-existent companies, direct teaching or one-way communication. Some of the students consider direct teaching approach encourages "*spoon feeding*" attitude. The chapter also includes suggestions of teaching methods.

### **Introduction**

There are a variety of methods or ways available to educate people in order to ensure they understand clearly and are capable to apply the knowledge delivered in their lives. There are many factors that need to be considered in choosing instructional methods such as the age of the learner, the number of learners, individual or group environment.

### **Instructional approaches in class**

While instructors may have their favorite instructional approaches, their approaches may not meet student preferences. This section collects the opinions of students on their preferred instructional methods in teaching SM.

According to Khadijah, she prefers to have a teaching approach that uses power point slides in explaining the subject because she believes that it will help to simplify the content of the text book. However, students still need to refer to the textbook since the slide content only gives the main point of the topic. She also prefers the instructor to use e-mail as the alternative way to communicate because it is the easier and faster. Besides, through e-mail also we can share the softcopy of files without have to worry about losing the file.

Khidhir said that he would prefer to have an instructional approach that uses case studies in a class. As this subject involves heavily real economic situation, he would like to have more industry related cases to handle, as well as to achieve more in-depth experience. Besides the normal lecture process, he expects the instructor to give industry examples to the students.

Eduart hopes the instructor to emphasize student participation approach. He believes that students' participation would be one of the best methods of teachings. Student participation means to get the student involved in discussion during the lecture. If