

STRATEGIC MANAGEMENT THROUGH STUDENT LENSES



Yusof Ismail



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CASE STUDIES

Noor Hazani binti Zabri & Yusof Ismail

Abstract

A management related course will be incomplete without case studies. In some academic and practitioner programs, students-participants' learning experience is facilitated through analysis and discussion using case studies. This chapter presents the thoughts of differences between SM cases compared and equivalent courses; case studies compared to lectures; and case studies compared to book chapters. By discussing the subject matter the reader will be able to visualize the strengths and limitations of using case studies in learning SM. In addition, the chapter presents the views on preferences between individual vs. group report as part of coursework. This chapter also explores the views of the informants on using pure case study as primary method of learning a course, i.e. SM.

Introduction

This chapter presents learners' perspectives on the importance of using case studies in the capstone course, *Strategic Management*. Case studies usually depict the real problems faced by organizations in their operation. By dealing with case study, it will help increasing the level of knowledge of the student when they have to solve the real problem based on what they have learned before. Case study usually is a group work where everyone can voice out their opinion in finding the best solution to be implemented in the problem. But each person will have a different preference in how to deal with case study whether they want to do it alone, pair, or within a group.

Strategic Management cases compared with equivalent courses

Case studies are used as a teaching-learning tool in a number of courses, not only in Strategic Management. Learners who have completed a semester's course of SM were asked to give their views about the cases they analyzed in the course in comparison with equivalent courses. What could perhaps be some similarities and differences?

Amalina, Hafiz and Hazani think that the *Principle and Practice of Management* course is similar to *Strategic Management* as both courses deal with management process, except that *Strategic Management* discusses more precisely compared to the *Principles and Practice of Management*. Amalina also stressed that the way both courses tackle the case is the same. Compared this with the other courses she has studied, this course (i.e. SM) is more towards evaluating and managing problematic situations by giving a few possible solutions.