

# **CASE STUDIES AS A TEACHING -LEARNING TOOL IN MANAGEMENT COURSES**

**An Instructor's Perspective**

**Yusof Ismail**

**IIUM Press**  
**INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA**



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# CHAPTER 1

## Introduction

YUSOF ISMAIL

### Abstract

The first chapter introduces case studies as instructional tool in teaching selected undergraduate *Management* courses. It specifies the common format adopted in subsequent chapters. It gives snapshots of each of the case studies' related chapters. The subsequent chapters share with the readers' individual instructors experience using cases in their respective six courses: *Business Ethics*, *Human Resource Management*, *Organizational Behavior*, *Principles and Practice of Management*, *Strategic Management*, and *Training Management*. A single chapter recorded the experience of one of the graduates learning a number of *Management* courses from some of the chapter contributors. The last two chapters shift into the area of end of semester examinations and other types of academic assessment used for the six courses.

Case studies are learning and decision making tools for academics, students and practitioners. Search hits of selected business related terms with the Internet on 15 February 2012 12.13 a.m.-12.21 a.m. using <http://search.esnips.com/search/> covering all search engines revealed results huge results as shown in Table 1.

Table 1 Results of Internet Hits

Terms	Hits	%	%
Case study	607000000	19.8	20
Case studies	582000000	19.0	19
Case studies accounting	51600000	1.7	2
Case studies business	377000000	12.3	12
Case studies decision science	72100000	2.4	2
Case studies economics	174000000	5.7	6
Case studies finance	331000000	10.8	11
Case studies information communication technology	212000000	6.8	7
Case studies management	336000000	11.0	11
Case studies marketing	323000000	10.5	11
Total	3065700000	100.0	100

Source: <http://search.esnips.com/search/> 15 February 2012 12.13am-12.21am

The above table shows that potential materials on case studies in business (12%), management (11%), and marketing (11%) constitute a relatively high proportion of the hits on case studies (out of 19%) of the total hits. Case studies have not only been used in