

**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 4

Case Studies in Organizational Behavior

Izhairi Ismail

Introduction

Organizational Behavior is a behavioral science course that study what people do, think and feel in an organization. Many of the behavioral theories are anchored from other disciplines and most of the time OB researchers rely on scientific methods to gather evidences on various conditions and experiences. These evidences are documented and tested to generate theories and conceptual models. The challenge in OB is to translate the general theories to specific circumstances. Using real-life cases when teaching OB will help students to understand and apply these concepts. It is the aim of every OB instructor to ensure students are able to connect theory and practice for future implementation and decision making.

Objectives of using cases

These are three (3) objectives I adopt in using cases in this course:

1. To apply the OB theories in real-life situations
2. To improve students' critical thinking and decision making skills
3. To teach students how to work in a team

Relevance of the cases to theory and practice

Cases are relevant to theory because they provide specific examples of many theories discussed in the text book. Most of Organizational Behavior theories are deeply rooted in the areas of psychology, social-psychology, sociology, anthropology and political science. Adopting theories from vast fields result in massive number of theories in OB. Without cases, it will be very difficult to demonstrate these theories to students.

Cases are relevant to practice because they contain various real-life situations, which enable students to familiarize themselves with the real problems existing in business world. Organizational Behavior is an area that applies evidence-based management; thus decisions are made based on research evidences. Without cases, it is almost impossible for students to grasp the concepts and link them to these evidences.

Criteria of adoption of main textbook

My ratings for the adoption criteria are as follows:

<i>Country of publishers</i>	4
<i>Combination of text and cases</i>	5
<i>Availability of Power point slides</i>	5
<i>Availability of Test bank</i>	5
<i>Availability of Instructor's manual</i>	4
<i>Availability of Case solutions</i>	4
Scale: Not important 1 2 3 4 5 Important	