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

An Instructor's Perspective

**Yusof Ismail** 

IIUM Press
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA



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

An Instructor's Perspective

## Yusof Ismail

Department of Business Administration Kulliyyah of Economics and Management Science International Islamic University Malaysia Email: yusof iiu@yahoo.com



## Published by: IIUM Press International Islamic University Malaysia

First Edition, 2011 ©HUM Press, HUM

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without any prior written permission of the publisher.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Yusof Ismail: Case Studies as A Teaching-Learning Tool in Management Courses: An Instructor's Perspective

ISBN: 978 967 418 187 1

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM (Malaysian Scholarly Publishing Council)

Printed by:

HUM PRINTING SDN.BHD.

No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan

Tel: +603-6188 1542 / 44 / 45 Fax: +603-6188 1543 EMAIL: iiumprinting@yahoo.com

## TABLE OF CONTENT

Preface	vi
PART I OVERVIEW	1
Chapter 1 Introduction - Yusof Ismail	2
PART II MANAGEMENT	11
Chapter 2 Case Studies in Business Ethics - Suhaimi Mhd Sarif	12
Chapter 3 Case Studies in Human Resource Management - Junaidah Hashim	23
Chapter 4 Case Studies in Organizational Behavior - Izhairi Ismail	29
Chapter 5 Case Studies in Principles and Practice of Management - Norizah Supar	35
Chapter 6 Case Studies in Strategic Management - Yusof Ismail	45
Chapter 7 Case Studies in Training and Development – Nurita Juhdi	57
<b>Chapter 8</b> Utilizing Management Case Studies from a Learner's Perspective - <i>Md. Mahfuzur Rahman and Yusof Ismail</i>	65
PART III EVALUATION	77
Chapter 9 End of Semester Examination - Yusof Ismail	78
Chapter 10 Types of Assessment - Yusof Ismail	93
Biography of Contributors	109

## **CHAPTER 9**

## End of Semester Examination

### Yusof Ismail

#### Abstract

The chapter presents the format or structure of the end-of-semester examination of six courses: Business Ethics, Human Resource Management, Organizational Behavior, Principles and Practice of Management, Strategic Management, and Training Management. It also reproduced the instructions given to examinees. Management related examinations tend to have three sections, i.e. multiple-choice, essay and case. Multiple-choice questions (MCQ's) vary from 20 to 50, and are worth between 20 and 50 marks. Essay questions are worth between 30 and 50 marks. Case section is worth between 15 and 40 marks. Examinees are given up to three extra questions to choose from in Essay section of the examinations.

#### Introduction

End of semester examination or normally referred to as final examination, or final exam for short is very important in assessing student learning and comprehension. It is in fact a tool used to evaluate the student's mastery of the topics or chapters studied. It is the last opportunity given to every student (examinee) to demonstrate his learning and improvement after taking into account the experience he has gathered or mistakes he might have made in tests, quizzes, and middle of semester examination.

This chapter reviews the structure (or format) of one of the most recent final examination sets for the courses covered in this book that are available at the IIUM Library's online databases. The presentation follows the sequence of the chapters of this book: Business Ethics, Human Resource Management. Organizational Behavior, Principles and Practice of Management. Strategic Management, and Training Management. The last section presents the conclusions of analysis of marks allocated for three typical sections of end-of-semester examinations.

## Typical format

Each examination set contains a specified space for instructions. Some instructions tend to be longer and more precise than others. It is conceivable that the instructors of the course will inform their students in advance of the format, parts (or sections) of the examination set, distribution of marks, and guidelines of reading and attempting the examination. Students who have been attending formal instructions in classes and educated through various types of coursework play the role of examinees (students who sit) for the last, "final" examination.