

IIUM PRESS
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

CASE STUDIES AS A TEACHING-LEARNING TOOL IN ACCOUNTING AND MARKETING COURSES

An Instructor's' Perspective

Yusof Ismail

Department of Business Administration Kulliyyah of Economics and Management Science International Islamic University Malaysia



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 Accounting and Marketing Courses: An Instructor's Perspective

ISBN: 978-967-418-186-4

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

Printed by : IIUM 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	vii
PART I	i
Chapter 1	
• Introduction	2
PART II	11
ACCOUNTING	
Chapter 2	
Case Studies in Auditing - Ahmad Zamri Osman	12
Chapter 3	
• Case Studies in Decision Making & Control - Muslim Har Sani Mohamad Chapter 4	17
• Case Studies in Integrated Case Studies Course - Shamsul Nahar Abdullah Chapter 5	25
Case Studies in Management Accounting - Nurkamariah Binti Kasim	33
Chapter 6	
Case Study for Issues in Taxation and Zakat - Siti Normala Sheikh Obid	41
PART III	49
MARKETING	
Chapter 7	
• Case Studies in Consumer Behavior - Kalthom Abdullah	50
Chapter 8	
• Retail Management - Osman M. Zain Chapter 9	57
• Case Studies as a Learning Tool in Marketing to Undergraduates: BAcc	
Student Experience with Marketing Cases - Ahmed Shakir and Yusof	
Ismail	63
Chapter 10	05
• Case Studies as a Learning Tool in Marketing to Undergraduates: BBA	
Student Experience with Marketing Cases - Farida and Yusof Ismail	69
Chapter 11	0)
• Case Studies as a Learning Tool in Marketing to Undergraduates: BHS	
Student Experience with Marketing Cases - Nurul Atikah Mohd	
Redzuan and Yusof Ismail	73
Chapter 12	, ,
• Case Studies as a Learning Tool in Marketing to Undergraduates:	
BSMS Student Experience with Marketing Cases - Syifa' Abdull Halim and Yusof Ismail	79

Chapter 13	
• Planning to Use Cases in a Marketing Course - Zulkarnain Kedah	87
PART IV	95
EVALUATION	
Chapter 14	
 End of Semester Examinations - Yusof Ismail 	96
epter 15	
• Types of Assessment - Yusof Ismail	115
Biography of Contributors	127