

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

An Instructor's Perspective

**Yusof Ismail**



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# CHAPTER 1

## Introduction

YUSOF ISMAIL

### Abstract

The first chapter introduces case studies as instructional tool in teaching selected undergraduate *Accounting* and *Marketing* 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: *Auditing, Decision Making & Control, Integrated Case Studies, Management Accounting, Advanced Taxation; Consumer Behavior, Marketing Principles, Retail Management*. A number of chapters recorded the experience of four former students who used *case studies* in their *Marketing* course. The last two chapters shift into the area of end of semester examinations and other types of academic assessment used for the courses covered in this book.

### Introduction

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 1.1

Table 1.1 Results of Internet Hits

Terms	Hits	%	%
Case study	60700000	19.8	20
Case studies	58200000	19.0	19
Case studies accounting	5160000	1.7	2
Case studies business	37700000	12.3	12
Case studies decision science	7210000	2.4	2
Case studies economics	17400000	5.7	6
Case studies finance	33100000	10.8	11
Case studies information communication technology	21200000	6.8	7
Case studies management	33600000	11.0	11
Case studies marketing	32300000	10.5	11
Total	306570000	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