

**CASE STUDIES AS A
TEACHING-LEARNING TOOL
IN ECONOMICS, FINANCE
AND QUANTITATIVE COURSES**
An Instructor's Perspective

Yusof Ismail



IUM PRESS

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

CASE STUDIES AS A TEACHING- LEARNING TOOL IN ECONOMICS, FINANCE AND QUANTITATIVE COURSES

An Instructor's Perspective

Yusof Ismail

Department of Business Administration
Kulliyah of Economics and Management Science
International Islamic University Malaysia
Email: yusof_iiu@yahoo.com



IIUM Press

Published by:
IUM Press
International Islamic University Malaysia

First Edition, 2011
©IUM Press, IUM

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 Economics, Finance And Quantitative Courses : An Instructor's Perspective*

ISBN: 978 967 418 185 7

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

Printed by :
IUM 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 CONTENTS

Preface

PART I OVERVIEW

Chapter 1

- Introduction – Yusof Ismail 3

PART II ECONOMICS

Chapter 2

- *Case Studies in International Economics* - Norma Md. Saad 13

Chapter 3

- *Managerial Economics* - Jarita Duasa 19

Chapter 4

- *A Student's Experience with Managerial Economics Cases* - Amir Qayyum Che Norddin and Yusof Ismail 25

PART III FINANCE

Chapter 5

- *Case Studies in Investment* - Razali Haron 33

Chapter 6

- *Case Studies in Financial Management* - Nor Azizan Che Embi 41

PART IV QUANTITATIVE

Chapter 7

- *Case Studies in Decision Science* - Nur Anisah Abdullah 49

Chapter 8

- A Student's Experience with Decision Science Case Studies
Nor hazirah Abu Hassan and Yusof Ismail 57

Chapter 9

- *Case Studies in Operations Management* - Rafikul Islam 63

Chapter 10	
• <i>A Student's Experience with Operations Management Case Studies -</i> Muhammad Fikri Hairudin and Yusof Ismail	71
Chapter 11	
• <i>Using Case Studies in Operations Research -</i> Zaihan Mohd Noar	77
Chapter 12	
• <i>A Student's Experience with Operations Research Case Studies –</i> Muhamad Hafiz Zainudin and Yusof Ismail	83
 PART V EVALUATION	
Chapter 13	
• <i>Final Examinations - Yusof Ismail</i>	93
Chapter 14	
• <i>Types of Assessment - Yusof Ismail</i>	109
Biography of Contributors	121