

**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](mailto:yusof_iiu@yahoo.com)



IIUM Press

Published by:  
IUM Press  
International Islamic University Malaysia

First Edition, 2011  
©IUM Press, IUM

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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](mailto:iiumprinting@yahoo.com)

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## CHAPTER 1

# Introduction

**Yusof Ismail**

### Abstract

The first chapter introduces case studies as instructional tool in teaching selected undergraduate *Economics Finance* and *Quantitative* courses. It specifies the standard format adopted for 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 seven courses: *International Economics* and *Managerial Economics*; *Investment and Financial Management*; *Decision Science*, *Operations Management* and *Operations Research*. A number of chapters recorded the experience of former students who used *case studies* in their *Economics* and *Quantitative* courses. The last two chapters discuss about 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	607000000	19.8	20
Case studies	582000000	19.0	19
Case studies accounting	51600000	1.7	2
Case studies business	377000000	12.3	12
Case studies decision science	72100000	2.4	2
Case studies economics	174000000	5.7	6
Case studies finance	331000000	10.8	11
Case studies information communication technology	212000000	6.8	7
Case studies management	336000000	11.0	11
Case studies marketing	323000000	10.5	11
Total	3065700000	100.0	100

Source: <http://search.esnips.com/search/> 15 February 2012 12.13 a.m. -12.21 a.m.

The above table shows availability of potential materials on case studies in *Economics* (6%), *Finance* (11%), and *Decision Science* (2%), the latter a proxy for *Quantitative* courses. *Decision Science* tails behind *Economics*. The three disciplines combined to contribute relative total of 19 percent of the total hits captured in Table 1 above. Case studies have not