

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

**Yusof Ismail**



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

**An Instructor's Perspective**

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# A Student's Experience with Managerial Economics Cases

Amir Qayyum Che Norddin and Yusof Ismail

### Introduction

Industry related knowledge is reflected in case studies. Case studies reinforce the concepts and theories students learned in *Managerial Economics* class. Short explanation on theories in the text part of a book can be complemented by case studies, therefore case studies play a vital role in making the student understand the theories.

### Objectives of using cases

Amir can think of three (3) benefits he obtained as a result of doing case studies assignment in a *Managerial Economics* course.

#### First benefit: *Real life problem*

He learns about real life situation and problem through case studies. He personally is inspired to learn more about the course.

#### Second benefit: *Best alternative*

He can compare his solution or ideas with his class mates, thus choosing the best to implement. The solution by himself and his classmates may not initially be the best, but as a result of comparing notes he has an opportunity to integrate and refine the ideas available to produce a refined solution.

#### Third benefit: *Enhancing communication skills*

Since case studies require oral presentation, he is given the opportunity to convey his message to the audience in his class. In fact, in a group case he gets the opportunity to practice oral and written communication with his group members, and when the group makes its presentation, the opportunity to present before the whole class.

### Relevance of the cases

Case studies are related to the concepts and theories of *Managerial Economics* learned in class. The two support each other to give a clearer view to the students. In order for him to understand the theories learnt he needs to know what is the real life problem that occurs in the industry. Industry related knowledge is reflected in case studies.

There is a significant difference between case studies and *Managerial Economics* practice. Case studies that he learned and discussed among his group members and in class gave him a quick view of what was happening in the industry. The problem that cases contain are based