

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

**Yusof Ismail**



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An Instructor's Perspective

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## 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

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

## CHAPTER 9

# Case Studies in Operations Management

Rafikul Islam

### Introduction

Case studies play an important role in reinforcing the concepts of *Operations Management* in student learners, otherwise the whole course will be only theories and concepts. Besides requiring students to discuss the cases in group and submit group case reports, the students are also required to make oral presentation to reinforce the importance of teamwork.

### Objectives of using cases

I have set three (3) objectives in using cases in the course:

1. To relate theory with the practices of *Operations Management* across organizations – manufacturing or services.

In the normal lecture classes, students are exposed mainly to theories. Students must also be exposed to the practical scenarios where they can relate theories with the practical issues.

2. To enlist and explicate a list of possible actions that companies can implement while faced with a situation similar to the one encountered by the company referred in the case.

Case studies normally deal with a unique problem that the company/organization is facing. What possible actions could have been taken in order to avert that unwanted situation? Or even after facing the problem, what can the company/organization possibly do to overcome the problem? Brainstorming is necessary to list down a number of recommendations. Case studies are excellent vehicles through which students get familiarity with the actual business environment.

3. To discuss the lessons learned from the cases.

Mistakes of any sorts must not be repeated. We can learn a number of lessons from any case. I think it is one of the major objectives of any case study to learn lessons and apply those to avert any ensuing negative situation that may cripple the company.

### Relevance of the cases with theory and practice

Theories are meaningful only when those are applied in practice. A case study can expound theories vis-a-vis organizations' operational issues.