

**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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A Student's Experience with Operations Management Case Studies

Muhammad Fikri Hairudin and Yusof Ismail

Introduction

There are different aspects which case studies can teach to students which theories cannot. With the help of case studies, students are able to understand concepts behind theories, critically analyse, predict, and develop solutions. Case studies also enable students to gain interpersonal skills, such as teamwork, management and team building skills gained through group case analysis, and presentation skills, gained through experiential learning and oral presentations. All of these aspects benefit students in the long run as they gain valuable skills needed once they have graduated and become employees.

Objectives of using cases

Three (3) benefits Fikri obtains by doing case studies assignment in *Operations Management* course a semester ago are explained below:

- 1 *Comprehensive*: The course taught me how to view the functions of an organization as a whole cohesive unit, consisting of interrelated parts that cooperate with one another to achieve common goals.
- 2 *Comparative*: The theories would be related with the occurrences in the real world, i.e. case studies to link the idea to implementation.
- 3 *Experiential*: Field research combined with theoretical learning helped to better understand topics taught in the subject.

Relevance of the cases

With case studies, Fikri thinks he could link reality with the theories and concepts learnt in studying *Operations Management*. Case studies help satisfy students' curiosity with real life experience because often ideas are not supported by implementation.

In real life, case studies are relevant to practices in *Operations* because successful organizations are always concerned with continuous improvement. One way of achieving this is to study other organizations and how they function to produce at an optimal level.

Characteristics of the main textbook

Fikri rated the main textbook of *Operations Management* using the criteria below and the rating scale *Not important* 1 2 3 4 5 *Important*: