UniRazak launches second volume of 24 case studies

UNIVERSITI Tun Abdul Razak (UniRazak), one of Malaysia’s premier private universities, has made great strides in their young Case Writer’s Club.

After launching their first volume of 21 case studies on May 5 last year, the club released its second volume of 24 case studies just seven months later on Jan 5.

The event was held at the university’s modern Razak Campus and attended by UniRazak staff and students.

It was officiated by UniRazak’s president and vice-chancellor, Prof Datuk Dr Md Zabid Abdul Rashid, who is also the patron.

The president of the Case Writer’s Club and deputy president (Corporate Services) cum bursar of UniRazak, Associate Prof Datuk Dr Raja Hanaliza Raja Ahmad Tajudin, conveyed her appreciation to Zabid for his continuous support and for providing good incentives for both local and international publications.

She added that the publication was in line with the club’s main objective to support and inspire UniRazak’s academics to write cases for classroom and publication purposes.

“Through these cases, academics are able to engage students and foster their higher order of thinking in active group or class discussions.

“So far, two of these cases have been published in the Asian Journal of Case Research. It is my hope that by researching and writing these cases, club members will also be able to build relationships and network with professionals from various fields,” she added.

In his speech, Zabid congratulated Raja Hanaliza, the club’s adviser Prof Datuk Dr Mohamed Mahyuddin and all of the members and the Secretariat for their continuous effort and endeavour in producing quality case studies thus making the publication of the 2nd volume of UniRazak’s case studies a reality.

“I fully support the mission of the Club which is in line with the university’s goals to develop human capital that is able to create new and creative knowledge.

“The Club is able to serve its purpose as the platform for the case writers to unleash their talents and potential in research, and producing the outcome in the form of beautiful cases.

“These case studies will have a greater impact on the students in the classroom, as they involve real-world participants and real-world experiences.”

Since its formation in 2009, the club has grown from 19 members to the current 44 active members, which makes it the club with the highest number of members in the Case Writer’s Association of Malaysia.

The growth was propelled by the support from the top management, who felt that as a body of education, it was essential for UniRazak to build a library of case studies for its academics to share their research and findings.

“All the cases featured in UniRazak Case Studies Vol 2 are based on real life events and experience. They are contributed by many individuals and reviewers who are dedicated in producing high quality and original case studies,” said Mohamed Mahyuddin.

The club’s success can also be attributed to the club’s initiatives and concerted efforts to train new members as well as organising case writing workshops.

All of the members are trained to write case studies in two different styles, including the Harvard method. This enables them to adapt their case studies according to the requirements at hand.

The two-hour event also had a special role-play in which various members of UniRazak’s Case Writer’s Club dramatised one of their case studies for the audience.

Adapted from a case study titled The Missing Amy and written by Mislan Nenin and Associate Prof Lynne Kathryn Norazit, it was dramatised by Khairul Najmi Idris and his team to fully illustrate the case.

In the future, UniRazak’s Case Writer’s Club will also participate in international conferences and also conduct more role-playing events. The 1st and 2nd volume of case studies are also available for purchase for the general public.

For more information, visit http://ucwc.unirazak.edu.my or contact Noor Hayati Ruslan at 03-7627 7328.
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UniRazak president and vice-chancellor Prof Datuk Dr Md Zabid Abdul Rashid (sixth from left) and UniRazak management staff at the launch of the second volume of 24 case studies recently.