UniRazak makes its case for excellence

UNIVERSITI Tun Abdul Razak (UniRazak) continues to make great strides and progress with its Case Writers Club.

Led by club president and Centre for External Programme director Professor Dr Syed Omar Syed Agil, the club maintains its strong growth and productivity with the launch of its third volume of case studies.

Present at the launch were University of Management and Technology (UMTECH) vice-chancellor Professor Datuk Dr Mohd Mahyuddin Mohd Dahan and UMTECH deputy vice-chancellor Associate Professor Datin Dr Raja Hanaliza Raja Ahmad Tajuddin, who is the former advisor and president of the club.

This release contains 26 case studies that were researched and written by UniRazak academics, the first and second volumes contain 21 and 24 case studies.

With 46 members, the club is one of the largest clubs in the Case Writer’s Association of Malaysia (CWAM).

These achievements can be attributed to the support given by the club’s patron, Professor Datuk Dr Md Zabid Abdul Rashid, who is UniRazak’s president and vice-chancellor.

He has provided financial incentives, competition prizes and resources to hold workshops and training for members to update, refine, and improve their case studies and case study writing skills.

The winners of the case writing Competition were announced at the event.

Third prize went to Professor Dr Syed Omar Syed Agil, Maszulin Kamarudin and Basit Ramadan for their case study “Should Malaysia’s Submarine Cable Landing Rights be Liberalised?”.

Second place went to Tara Ooi and Khairul’Naimi for “I Am Not Stupid”, while the first prize went to Professor Dr Nor Khomar Ishak for his case study “Friendly Deli: Moving with Uncertainties”.

Zabid said: “With teaching and learning styles changing, case studies are becoming an increasingly popular form of teaching and have an important role in developing skills and knowledge in students.

“Using case studies in teaching not only benefits (students) as an interactive learning strategy, shifting the emphasis from teacher-centred to more student-centred activities, but also exposes students to real-world issues.

“I hope the Case Writers Club will play a crucial role in our effort to provide quality and innovative teaching at UniRazak.

“I urge club members to continue writing cases, coach others in case-writing skills and use cases in their teaching.

“I believe that, through the use of cases, we can inculcate analytical thinking in our students, expose them to practical situations, think, and above all, make teaching more interesting, meaningful and lively.”

Syed Omar said: “With regard to the plans and activities of the club, we will continue to organise training and workshops for members.

“We have also formed working groups to produce quality cases in specialised areas, which we will publish.

“We hope that by middle of next year, we will see specialised and integrated cases published and disseminated.

“We plan to collaborate with CWAM and also with International Case Research Institutions to produce quality case research and jointly organise international conferences, to create a case clearing house and produce our own International Journal of Case Studies.”

By carrying out these activities and growing aggressively, UniRazak’s Case Writers Club continues its mission to build a library of case studies from which to study and learn from, and for its academics to share their research and findings.

These case studies will make learning more interesting, lively and meaningful for student
UniRazak president and vice-chancellor Professor Datuk Dr Md Zabid Abdul Rashid launching the 3rd Volume of Case Studies. With them are Case Writers Club president and Centre for External Programme director Professor Dr Syed Omar Syed Agil (centre) and UMTECH deputy vice-chancellor Associate Professor Datin Dr Raja Hanaliza Raja Ahmad Taludin.