Second volume of 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 2010, the club released its second volume of 24 case studies just seven months later on Jan 5 2011.

The event was held at the university’s modern Razak Campus and attended by UNIRAZAK staff and students. It was officiated by UNIRAZAK’s patron, president and vice-chancellor, Prof Datuk Dr Md. Zabid Hj. Abdul Rashid.

In her welcoming speech, UNIRAZAK’s Case Writer’s Club resident and deputy president (Corporate Services), YM Assoc Prof. Datin Dr. Raja Hanaliza Raja Ahmad Tajudin, conveyed her appreciation to Prof Datuk Zabid for his continuous support and providing very good incentives for both local and international publications.

She added that this 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, Prof Zabid congratulated the Case Writer’s Club president, the advisor Prof Datuk Dr Mohamed Mahyuddin and all the club’s members and the secretariat for their continuous effort and endevour in producing quality case studies, thus making the publication of the second volume of UNIRAZAK’s case studies a reality.

Prof Zabid said: “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. I hope these case studies will pave the way for more interaction and a more immersive learning experience in the classroom.

“I hope that at least one quarter of our academic staff will join the club. We will also be sending some of our case writers to Europe to learn not just how to write case studies, but how to teach them as well.”

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 (CWAM).

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 from which to study and learn from, and for its academics to share their research and findings.

Prof Mahyuddin added: “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 to producing high quality and original case studies.

“This approach will undeniably make learning more interesting, lively and meaningful for our students. Our president has always emphasised on making the lecture room an active and interesting place where effective learning can take place.”

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 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 Assoc Prof Lynne Kathryn Norazit, it was dramatised by Khairul’Najmi Idris and his team to fully illustrate the case study and to deliver it to the audience in a more engaging, visual format.

In the future, UNIRAZAK’s Case Writer’s Club will also participate in international conferences and conduct more role-playing events. The first and second volumes of case studies are also available for purchase to the general public.

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