

**DRAF TEKS UCAPAN PRESIDEN/NAIB CANSELOR UNITAR  
DI MAJLIS PERASMIAN “UNITAR CASE WRITERS CLUB”,  
KHAMIS, 6 MARCH 2009**

***Bismillahir Rahmanir Rahim.***

**Yang Berbahagia Professor Dato’ Dr. Mohamed Mahyudin  
Mohd. Dahan, Deputy President, Univesiti Tun Abdul Razak**

**Yang Mulia Associate Professor Dr. Raja Hanaliza Raja  
Ahmad Tajudin, Vice President (Finance & Accounts),  
Univesiti Tun Abdul Razak**

**Yang Berbahagia Datuk Saroni Judi, Vice President  
(Services), Univesiti Tun Abdul Razak**

**Yang Berbahagia Professor Dr Zainal Abidin Mohamad,  
Presiden Persatuan Penulis-Penulis Kes Malaysia**

**Dekan-Dekan dan Ketua-Ketua Jabatan**

**Tuan-tuan dan puan-puan yang dihormati sekalian:**

***Assalamulaikum warahmatullahir wabarakatuh dan  
salam sejahtera.***

**Terlebih dahulu, marilah kita sama-sama memanjatkan kesyukuran ke hadrat Allah Subhanahu Wata'ala, atas limpah kurniaNya, kita dapat bersama pada hari ini di Majlis Perasmian “UniTAR Case Writers Club”, Universiti Tun Abdul Razak. Terima kasih semua atas kehadiran di majlis ini.**

***Izinkan saya meneruskan ucapan dalam bahasa Inggeris:***

- 1. We are here today to witness yet another milestone at UniTAR with the official launching of “UniTAR Case Writers Club”. I wish to congratulate the first group of 22 UniTAR academics who had successfully completed two sessions of case-writing trainings held on 8th December 2007 and from 29th February to 3rd March 2008.**
- 2. Their success would not be possible without the sacrifices and dedication of YBhg. Professor Dr. Zainal Abidin Mohamad, Malaysia own MahaGuru of case writing. Thank you YBhg. Prof Zainal from all of us at UniTAR for making the trainings possible and also for inviting UniTAR to form the “UniTAR Case Writers Club”.**

3. We all at UniTAR indeed feel very honoured when our 22 academics were accepted by Case Writers' Association of Malaysia (CWAM) to become its members. We do hope CWAM can still give a helping hand to UniTAR Case Writers Club to further train our case writers to become case-writing trainers.
4. As most of us in business education are aware of the importance of business cases in teaching and learning, the case-writing knowledge and skills gained through the training would certainly facilitate our lecturers to write their own cases, publish them or use them in their classroom teaching and learning.

***Tuan-Tuan dan Puan-Puan Sekalian:***

5. For those who are not familiar with cases, let me introduce a bit about case studies and the use of cases in teaching and learning. The general definition of case study is “an intensive study of a single group, incident, or community” (Wikipedia, 2009). It is considered as one of several ways of doing research.

- 6. Case studies can cover all areas of practices such as in social sciences, education, business, law, natural science, computer science, medicine, psychiatry, or even neuroscience. The phrase “case study” was first used in Oxford Dictionary only in 1934 to explain the concept of *case history in medicine*.**
  
- 7. Case studies were first used in Harvard Business School when there were no textbooks suitable to a graduate programme in business. Cases were written by interviewing leading practitioners of business and writing down the detailed accounts of what these practitioners/managers were doing.**
  
- 8. As mentioned by Prof. Zainal, early in 1985 lecturers in Malaysian universities were using foreign cases in teaching and learning, such as from UK and USA. These cases however were found to be culturally incompatible with local social norms and values. Hence, we need to develop more local cases for our teaching and learning.**

9. The role of CWAM in encouraging the writing of original Malaysian management cases that are relevant, suitable and useful for Malaysian managers, officials, academics and trainers is indeed very appropriate and very much welcome. I sincerely hope that this challenge is well taken by our new case writers at UniTAR.
10. Finally, I would like to thank Yang Mulia Associate Professor Dr. Raja Hanaliza Raja Ahmad Tajudin and all our newly trained case writers for their efforts in establishing the UniTAR Case Writers Club. I also wish to congratulate Associate Professor Dr. Raja Hanaliza for being selected as the Inaugural President of this Club.

***Tuan-Tuan dan Puan-Puan Sekalian:***

11. Saya, dengan lafaz *Bismillahir Rahmanir Rahim*, meresmikan penubuhan UniTAR Case Writers Club.

Sekian, terima kasih, salam sejahtera, dan *wabillahi taufiq wal hidayah wassalamualaikum warahmatullahi wabarakatuh*.