

ENHANCING THE CASE METHOD OF TEACHING IN JRU'S MARKETING AND MANAGEMENT DEPARTMENT

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This research was prompted by ASEAN integration, globalization, financial chaos, economic blocks, borderless frontiers, and unemployment. The study aimed at integrating the case method of teaching in Marketing and Management Department at BAA. The variables tested were oral presentation skills, decision-making and learning experiences. A pre-test was conducted to establish the level of perception of students and faculty members on their receptiveness to this methodology and assess their level of competencies based on common knowledge of the case method. The respondents were pre-selected students under MGT 30 and faculty members of the Marketing and Management Department. Case studies were discussed during class and outputs were required of students to draw decisions on how to address certain issues in the context of business. Faculty development activities through an echo seminar were also conducted for faculty members to further enhance their analytical skills and teaching methodologies in fully utilizing the case method. After interventions were applied, a post-test was launched to determine improvement on students' and faculty members' oral communication skills, decision-making and learning experience. The case study proved to be effective in enhancing these skills and thereby was recommended to be adapted in the current syllabus of the subjects offered in the department.