

IMPACT OF CASE STUDY METHOD OF TEACHING ON THE JOB PERFORMANCE OF BUSINESS GRADUATES, IN THE CASE OF BUSINESS ADMINISTRATION DEPARTMENT IBA-UNIVERSITY OF SINDH-JAMSHORO

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ABSTRACT

The study was conducted on business graduates of IBA-University of Sindh-Jamshoro. A complementary survey was conducted from 50 organizations in Sindh province by using simple random technique, and 200 sample size were selected from student data set. The results showed that case analysis method increasing the vision and understanding the subject as well as practical exposure of the different organizations and it also impact on the personal development of the student when they are solving they different cases in different situations for firm or organization. From last couple of years this method is pretty popular among the students, and they applied all the case studies in local environment and teachers are importing the quality of the education by employing different case studies and their practical touches of different cases. It also helps the graduates when they are going for the jobs, and it has the positive relationship with the job performance. Case studies improving the vision of the business students.

Keywords: *Case study, Method, Job Performance, Business education*

1. INTRODUCTION

The purpose of this research to address the student's potential when they are working in different fields and how help the case approach in the respective job performance. After graduation how internship help them in getting job and build their leadership qualities When they are working in the external environmental. We have conducted several interviews from more than fifty firms and organizations regarding the performance of graduates of business from IBA-University of Sindh-Jamshoro. In the process of conducting interviews with employers regarding the graduates of business administration and their how they are working in the practical environment, the employers were satisfied with the performance of the business graduates, according to the survey we found that the new graduates of business has strong potential and employers were very much satisfies, such as type of firm (e.g. food manufacturer) marketing, banks, multinationals and sales. In the following section we review the literature. Many different student characteristics are positively associated with current and starting salary level. Knowledge gaps exists not so much regarding what should be done (what is good) as they do regarding how intensively a student should engage in an activity

The purpose of this research that how case study method play a key role in the job performance of the graduates of business, when they are working in different fields and how help their in job satisfaction. After graduation how internship helps them in getting job and builds their leadership qualities when they are working in the external environmental. We have conducted interviews from fifty firms and organizations regarding the impact of case study teaching method on performance of graduates of business from IBA-University of Sindh-Jamshoro. The literature examining University education in relation to case study approach and how its impact on the job performance. With the exception of some recent important work by

Barkley and Barkley, stock and Sylvie's, and F.M.Shaikh little is known about the relationship between the case studies method on the performance of the business graduates.

1.2. Current Salary Models

The analyzing record of 100 graduates of business and are working in the technical, non-technical, government as well private organization. Examine their potential in job market and case approach help them regarding their personal as well as their impact on the job performance. We have randomly selected 100 graduates from Department of Business Administration IBA-University of Sindh-Jamshoro from graduate batches of, 1995 to, 2007. However, job search through personal relationship was found to be positive associated with starting salaries, where as job search through one's work experience was positively associated with starting salary.

2. SURVEY DESIGN AND DATA

A complementary survey was conducted from 50 organizations in Sindh province by using simple random technique, and 200 sample size were selected from student data set.

2.1. Employer Dataset

Survey dataset were collected via two separate sampling efforts, one pertaining to employers and the other pertaining to business graduates-students of IBA-University of Sindh-Jamshoro. The employer data were collected from Organizations, firms, food market, marketing, banks, multinationals, food chains and was intended to correspond to the job market served by Gradates of business administration department IBA-University of Sindh-Jamshoro.

Table-1: Description Of Surveyed Firms

Name of Organization	No.Of IBIAN Employed in Various Organizations	Average Salaries per person.	Total Number of Employees
Position in Food Marketing Chain	14	24000	1600
NADRA	19	14000 per month 168,000 Annual	15000
Engro Foods	05	24,000 p.m 288,000 p.a	300
FFC	02	35,000p.m 4,20000p.a.	1400
HBL-Zurich	01	50,000p.m 6,00000p.a	1200
Askari Bank	8	20,000p.m 2,40,000p.a	13000
HBL	03	25,000p.m 3,00000	160000
UBL	03	28,000p.m 3,36000p.a	25000
Bank Al -Falah	5	25,000 p.m 3,00000	240000
Pharma Industries			23000
Gates Pharma	02	40,000p.m 4,80,000 p.a	
Aventis	01	30,000p.m 360,000p.a	3000000
Hilon	02	30,000p.m 360,000 p.a	250000
Telecommunication	05	2,0,000 p.m 240,000 p.a	380000

Source-Survey-2010-11

Table-2: Description of Surveyed Students

Students Characteristics	Mean Standard Deviation
Class 1995 Batch	0.03 (0.04)
Class.96	0.05 (0.21)
Class.97	0.22 (0.41)
Class.98	0.40 (0.49)
Class.99	0.24 (0.43)
Class.2000	0.06
Class-2001	(0.23)
Class-2002	0.07
Class-2003	(0.34)
Class-2004	0.072
Class-2005	(0.28)
Class-2006	0.076 (0.30)
Class.201	0.081 (0.32)
Class.202	0.080 (0.031)
Class.2003	0.070 (0.279)
Class.2004	0.091 (0.043)
Class.2005	(0.097) (0.045)
Class 2006	(0.92) (0.44)
Class-2007	(0.98) (0.55)
Class-2008	(0.69)
Class-2009	(0.51)
Class-2010	(0.49)

Table-3: General linear Model Time allocation selected by Students to receive a maximum starting salary

	Technical Course Work(TCW)	Raising GPA (RGPA)	Work or Internship Experience (WIE)	Leadership Experience on Campus(LEC)	Interview Preparation)	F-test
Mean % Time	0.1711* (0.0001	0.1397* 0.0002	0.3222* 0.0001	0.2212* 0.0001	0.1455* 0.0001	30.75 0.0001
Deviation	From Mean % Time					
Class of 95	-0.03369 (0.3307)	0.0208 (0.5485)	0.0243 (0.4826)	-0.0033 (0.9233)	-0.0059 (0.8655)	0.37 (0.87)
96	-0.03470 (0.2539)	0.0410 (0.1787)	0.00270 (0.9297)	0.0082 (0.7885)	0.0009 (0.9770)	0.64 (0.67)
97	-0.0473 (0.1132)	0.0562 (0.0602)	-0.0097 (0.7451)	0.0035 (0.9057)	0.0027 (0.9287)	1.23 (0.29)
98	-0.022	0.0552	0.00453	(0.06675)	(0.08978)	0.66

	(0.2333)	(0.12343)	(0.000543)	-00.6756	0.06553	(0.65)
99	-0.34555 (0.4543)	0.223132 (0.29799)	-0.56565 (0.68757)	-0.65345 (0.25634)	-0.5645 (0.22333)	0.70 (0.68)
2000	-0.22345 (0.2334)	-0.5757 (0.4363)	-0.06675 (0.2345)	-0.45452 (0.45434)	-0.0655 (0.45643)	0.75 (0.72)
2001	-0.300 (0.3794)	-0.0543 (0.1269)	-0.67867 (0.9315)	-0.05645 (0.7055)	-0.334 (0.08158)	0.80 (0.76)
2002	-0.088 (0.8413)	-0.0360 (0.56465)	-0.0007 (0.78676)	-0.00087 (0.78786)	-0.0898 (0.564654)	0.85 (0.81)
2003	-0.0678 (0.7857)	-0.06876 (0.57657)	-0.02786 (0.6868)	-0.678687 (0.65589)	-0.07979 (0.7896)	0.90 (0.85)
2004	-0.0088 (0.8414)	-0.0360 (0.4115)	-0.0085 (0.56545)	-0.07876 (0.267856)	-0.022 (0.2333)	0.93 (0.89)
2005	-0.03241 (0.41234)	- 0.008165 (0.5764)	-0.65765 (0.267856)	-0.023 (0.32132)	0.01237 (0.78676)	0.75 (0.81)
2006	-0.02141 (0.32234)	-0.00724 (0.5689)	-0.63564 (0.2878)	-0.62436 (0.3246)	0.0067 (0.78676)	0.5 (0.81)
2006	-0.0788 (0.6857)	-0.0787 (0.5757)	-0.03786 (0.5868)	-0.878687 (0.75589)	-0.06979 (0.6896)	0.80 (0.75)

3. STUDENTS DATASET

How closely do these firm's hiring practices compare to students perceptions Seeking answer to this question, during the fall of 2000-07-08 a student survey was conducted in the classes taught by the management sciences department, IBA-University of Sindh-Jamshoro. As with the firms, students were asked the same question regarding the case analysis and various applications of case studies. Most of the multinational companies like Shell, Admore, Caltex, and OMV all they are hiring those business graduates who have strong knowledge about the case study analysis. Students were also asked to supply background information regarding their graduation class year, current GPA and their graduate school plans. Both the mean and standard deviations are presented for each student characteristics. Forty percent of the students were in the class of 1996.

4. STUDENTS MODEL AND RESULTS:

The statistical model for the student data takes the same general form as the firm model, but the interaction design matrix is defined differently. The student model is of the same form.

$$Y = \mu + X_1 \beta_1 + X_2(X_1) \beta_2 + \epsilon$$

Where now Y is the $mn \times 1$ vector of allocation time stated by students μ is the overall allocation time mean for students, X_1 is a $mn \times m$ vector of main or treatment effects (i.e the five time allocation categories) $X_2 X_1$ is a $mn \times mk$ matrix of interaction of cross effect between the student characteristics (i.e. classes of 1995-2005 batches) male GPA planning graduates of business of IBA-University of Sindh-Jamshoro and the treatment effect β_1 and β_2 are conformable parameter vectors, and ϵ is disturbance term.

Results: Comparison to the results of table.2.for firms with those in Table.3 for students indicates certain differences between the firms and students responses. To statically test these differences, a general linear model can once again be implemented by redefining the matrix. The model is again of the form

$$Y = \mu + X_1 \beta_1 + X_2(X_1) \beta_2 + \epsilon$$

Where $Y = mn \times 1$ vector of allocation time mean for student and firms, X_1 , is $mn \times m$ vector of amin or treatment. Again β_1 , β_2 are parameters vectors ϵ is the disturbance term, $m =$ number of categories.

5. CONCLUSION

The focus of this study is on a very specific issues of impact of the case study methods is the only way to get practical exposure of the business graduates, it help students when they are working in different jobs, in domestic as well as multinational companies. Job market performance of graduate's business IBA-University of Sindh-Jamshoro of is positive associated and their furnished product build better image in Sukkur and their vicinity. . The graduates of Business administration of IBA-University of Sindh-Jamshoro there are enjoying

the high salaries and they are working in multinational s as well as domestic base companies in Pakistan specially Sukkur and their vicinity, salaries believe in merit, quality and Excellence. The graduate of Business compare to other business schools in interior Sindh has a good brand image. Which they are producing according to the demand of the market in Pakistan as well overseas. Case study method is only way to enhance the knowledge of business graduate and positively associated with the job market performance.

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