OSB Student Survey on Case Method

Objectives

- Assess the degree of student knowledge/experience with cases at OSB and beyond
- Understand student attitude towards cases: what they like and dislike and why

Method

- Online survey of OSB students conducted in May-June 2012
- The response rate - 15.76% (162 out of 1034 students) – statistically significant
- EMBA: 1% MBA: 4% Senior: 52% Junior: 30% Sophomore: 13% - M (38%)/ F (62%)
- Lebanese: 77%, other Middle East: 12%, foreigners: 11%

Main findings

- 76% of students are not aware of MENA Case Center Initiative
- 85% of OSB students had at least 1 case in their classes
- Most students preferred Harvard and Ivey cases
- 88% believe learning with cases is a beneficial learning technique
- The skills that students believed are the best sharpened through business cases:
  - Teamwork skills
  - Analytical skills
  - Problem-solving skills
  - Diligence
- 60% believe that cases are beneficial in job interviews, but 30% didn’t know about it
- 50% are interested in attending case solving workshops
- 78% are interested in cases about Arab businesses
- Only 21% are interested in participating in case competitions (58% are “somewhat” interested), and 15% participated in competitions already
- Only 37% are interested in writing cases, and 45% didn’t know what it entails

Conclusion

OSB students appreciate the value of cases as a teaching tool and are eager to learn about it by attending the workshops and solving cases in the class, especially regional cases;

1. Some are interested in participating in case competitions and case writing; and
2. The value of cases for job interviews and future job performance needs to be better communicated.