Analysis of Student Survey Results

Prepared by Marina Apaydin on July 17, 2012

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

- 85% of OSB students had at least 1 case in their classes
- Overall 406 courses with cases were recalled (unassisted recall, a max of 6 per respondent) by 133 students who had cases in their courses, Tarek Kettaneh had the highest recall (64/406)
- 88% believe learning with cases is a beneficial learning technique
- The skills that students believed are the best sharpened through business cases (an open-ended unassisted question):
  - Analytical - problem-solving – critical thinking skills (58 respondents)
  - Real-life practical skills (44 respondents)
  - Teamwork and leadership skills (15 respondents)
  - Creativity/thinking outside the box/communication (9 respondents)
- 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 [the idea of] writing cases, but 45% didn’t know what it entailed

Conclusion

- Better 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;
- We will need to bring up case analysis skills of average students;
- Some are interested in participating in case competitions and case writing; and
- The value of cases for job interviews and future job performance needs to be better communicated.