



# Case Study Method in Leading Graduate Business Schools: A Practical Guide for Getting Your MM/MBA Degree in Indonesia by completing a case study thesis

By Andi Sama

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## Case Study Method in Leading Graduate Business Schools: A Practical Guide for Getting Your MM/MBA Degree in Indonesia by completing a case study thesis By Andi Sama

How is it like studying in a graduate business school that deliver case study teaching method? Are you planning to write your own case study for your graduate thesis? What are the practical details to consider when writing case study? The book is developed based on the author's experience when taking two years study in a graduate business school in the city of Jakarta. It was an executive weekend program with general management major at Binus Business School. Before participating in the program, the author found it was difficult for aspiring students to find information about "what is it going to like studying in a Graduate Business School?" Then, in early days on initial class sessions, students are struggling to adjust themselves to a new way of teaching: case study teaching method. It is good if students can acquire this information early such as "how is the typical case study teaching method look like?". Moreover, later in the final year of their study following the completion of all required subjects, students may finally decide to develop a case study for their thesis. Some of them may wonder, "I have been exposed to hundreds of case studies during my study, and now I have decided that I want to write a case study by my own -- how do I start then?" Chapters in this book have been arranged as such, that it will practically give an illustration to aspiring students about studying in a graduate business school, which adopts case method. Case study teaching method has been increasingly adopting by business schools around the world since its early application in Harvard Law School. Discussion within chapters are enriched with comments by graduates from Indonesian business schools such as IPMI Business School, Master of Management Gajah Mada Business School (MMUGM), Magister Manajemen Agribisnis (MMA-IPB), Master of Management Universitas Indonesia (MMUI), Binus Business School (BBS), PPM Institute of Management (Sekolah Tinggi Manajemen PPM), and Prasetya Mulya Business School. The authors certainly hope that this book will be helpful for aspiring graduate business school students as well as for those ones pursuing their study. The book is intended to serve as an illustration on previous learning experience

in business schools, and as a practical guide for students during their study in a graduate business school – especially ones that are adopting case teaching method. In addition, the book will benefit those students in their final year while writing a case study as their thesis. As more graduate business students choose to write case studies, the more local case studies are contributed to Indonesian education. Further, this book may also be useful for parents, who are planning to send their children to business schools overseas. Graduate business schools in Indonesia can strongly be considered as feasible alternatives.

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## **Editorial Review**

### **About the Author**

Andi Sama is now a Chief Information Officer, working for PT. Sinergi Wahana Gemilang, an IBM Software Value Added Distributor in Indonesia. He started his career in PT. Usaha Sistim Informasi Jaya (PT. USI Jaya), Agent for IBM World Trade Corporation in late 1990 as an assistant programmer in IBM Banking, Finance and Securities division. He supported various IBM 47xx finance devices application especially the Automated Teller Machine (ATM) to banking customers in Indonesia. For ATM, the scope of support also covered a few countries in ASEAN and several countries in Asia Pacific region. Part of the job also required him to support numerous IBM systems such as IBM AS/400, RS/6000 and Mainframe. During 1996-1998, this role was expanded to do the technical pre-sales for Electronic Fund Transfer/Switch Application software (EFT/Switch) as part of IBM Asia Pacific solution team to cover three countries: Indonesia, Singapore and Vietnam. IBM AS/400, ATM, and Networking were some topics he taught both for internal IBMers and customers during his 10 years assignment in IBM. Career in PT. Mitra Integrasi Komputindo (MIK), an Information Technology System Integrator, was started in early 1999 as an IT Solution Architect as part of IBM assignment to internal business unit as a Solution Manager. After two years, he advanced his career to be a General Manager of IT for one year, and then promoted to be a Chief Technology Officer until November 2010. He has a Bachelor degree in Computer Engineering from Bina Nusantara University. He served as a lecturer for Operating System and Computer Architecture subjects during 1994-1995 for 4th year undergraduate students while also taking a part-time assignment as an advisor in developing undergraduate student's thesis. He received a Master degree in Computer Science from STTI Benarif Indonesia in 1997 and a Master degree in General Management from Bina Nusantara University in 2008.

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