



Institute for Management and
Business Research (IMBRe)

Universiti Utara Malaysia

CASE STUDY GRANT SCHEME (CSGS) APPLICATION FORM

*Institute for Management and Business Research(IMBRe),
Universiti Utara Malaysia,
06010 UUM Sintok,
Kedah Darul Aman*

A. TITLE OF PROPOSED TEACHING CASE:

B. DETAILS OF APPLICANT

B(i) Name of Project Leader: Staff ID:

B(ii) Position (Please tick ($\checkmark$)):

☐ Professor

☐ Assoc. Prof.

☐ Sen. Lect.

☐ Lecturer

B(iii) Office Telephone No.: Handphone No.

B(iv) E-mail Address:

B(v) Other Researchers:

No.	Name	Staff ID	Handphone No:
1.			
2.			
3.			

B(vi)	Location of Teaching Case:												
B(vii)	List cases written by researcher(s) in recent five years: <table border="1" data-bbox="159 324 1394 577"> <thead> <tr> <th></th><th>Course Title</th><th>Level of students</th></tr> </thead> <tbody> <tr> <td>Course 1.</td><td></td><td></td></tr> <tr> <td>Course 2.</td><td></td><td></td></tr> <tr> <td>Course 3.</td><td></td><td></td></tr> </tbody> </table>		Course Title	Level of students	Course 1.			Course 2.			Course 3.		
	Course Title	Level of students											
Course 1.													
Course 2.													
Course 3.													
B(viii)	Duration of Teaching Case: Duration: 6 Month From: _____ To: _____												
B(V)	College/ School (Please tick (✓)): A. ☐ OYA GSB B. ☐ UUM COB C. ☐ UUM CAS D. ☐ UUM COLGIS SCHOOL: _____												
C.	NICHE AREA												
	(Please tick (✓)): A. Business Leadership and Innovation ☐ Business Leadership and organizational Change ☐ Sustainability and Community Development ☐ Financial Analysis and Policy ☐ Muamalat Best Practices ☐ Consumer and Market Studies ☐ Risk Management ☐ Arab-Malaysian Business ☐ Quality and Competitiveness ☐ Business Information System, Planning And Management												

B. Economics and Financial Analysis

- ☐ Business Leadership and Organizational Change
- ☐ Financial Analysis and Policy
- ☐ Consumer and Market Studies
- ☐ Sustainability and Community Development

- ☐ Business Information System, Planning and Management
- ☐ Muamalat Best Practices
- ☐ Risk Management
- ☐ Arab-Malaysian Business

C. Entrepreneurship

- ☐ Entrepreneurship Education
- ☐ Cooperative & Social Entrepreneurship
- ☐ Family Business

- ☐ Women Entrepreneurship
- ☐ Technopreneurship

D. Consumer and Market Analysis

- ☐ Business Leadership and Organizational Change
- ☐ Financial Analysis and Policy
- ☐ Consumer and Market Studies

- ☐ Business Information System Planning and Management
- ☐ Sustainability and Community Development

E. Information and Media Management

- ☐ Information Engineering and Resource Management
- ☐ Social Informatics In Education and Rural Areas
- ☐ Knowledge Management and Processing Technology
- ☐ ICT for Development Technology

- ☐ Media Innovativeness and Technology Management
- ☐ Networked Computing and Information Security
- ☐ ICT for Development – Application, Services and Content Development
- ☐ ICT for Development – Cyber Security

F. Business Resilience and Nation Building

- ☐ National Resilience
- ☐ National Sovereignty
- ☐ Leadership
- ☐ Nation Building
- ☐ Sustainability and corridor Development
- ☐ Rural Development
- ☐ Social Impact Studies

- ☐ National Culture, Diversity and Values
- ☐ Psychosocial Change
- ☐ Critical Disclosure and Philosophy
- ☐ Arts and Heritage
- ☐ Scientific Modeling
- ☐ Constitutional law
- ☐ Administrative Law

- ☐ Gender and Development Studies
- ☐ Environment Policy and Management
- ☐ Urban Management
- ☐ Land Administration and Development
- ☐ GIS Application in Land Management
- ☐ Infrastructure Procurement and Financing
- ☐ Community Informatics – Underserved Community Development

- ☐ Malaysian Legal System
- ☐ Environmental Study (e.g EIA, SIA)
- ☐ Family Law
- ☐ Transport Policy
- ☐ Project Management
- ☐ Real Estate Management and Development
- ☐ Community Informatics –Policy & Regulation

G. Governance

- | | |
|---|--|
| ☐ Administrative Law | ☐ Commercial Law |
| ☐ Corporate Law | ☐ Procurement and Ethics |
| ☐ Local Government Finance | ☐ Government and Public Policy |
| ☐ Funding and Management | ☐ Corporate and Public Governance |
| ☐ New Public Management | ☐ Tourism |

H. International Studies

- | | |
|---|---|
| ☐ International Trade Law | ☐ Human Rights |
| ☐ Public International Law | ☐ National Defence |
| ☐ Comparative Law | ☐ National Security and Management |
| ☐ Conflict of Laws | ☐ Ethics Relation and Development |

D.	DETAILED PROPOSAL OF TEACHING CASE
	a) Introduction (Who, What, Where, Why, When, Whose, How and urgency of the matter) b) Background of company (Name and location, ownership, major product / service, management, organization chart, person authorized to sign release form, are there previous published cases about this company?, If yes, what are the areas, what year?)

c) Background of issue/ decision/ problem

(Identify the issue/decision/problem that can be used to teach a concept or theory)

d) Teaching objectives / learning outcomes of Teaching Case

e) Methods of data collection

I. Primary Data

(Interviewee, Department, Job Position, etc)

II. Secondary Data

(Identify Sources: Annual Report, Business Magazine, Newspaper, Website, Database, etc)

f) Course(s) where the case will be taught

g) Specific area / concept / topic of the course

h) Type of case

- ☐ Illustrative / best practice (*merely illustrates how to apply appropriate concept / success story of the company, and no action plan is required by the protagonist*).
- ☐ Evaluation/ finished (*protagonist has to make judgement about the worth, value, or effectiveness of performance / act / outcome*)
- ☐ Decision/ “unfinished” case (*protagonist has to make decision among alternatives*)
- ☐ Problem (*protagonist has to identify root causes of the problem and / or suggests ways to fix the problem*)

i) Case output

(Book chapter, journal, stand alone teaching case, simulation game, video, comic, animation)

j) References

k) GANTT Chart

I) Milestones and dates

E.

Contributing Organization:

- a. Name and location : _____
- b. Ownership : _____
- c. Person and title authorized to sign release form: _____
- d. Has it been used in previous cases?(if yes, please provide titles and dates.

F.

Justification: Why choose this company/organization?

G.	BUDGET	
	Please indicate your estimated budget and details of expenditure according to the guidelines attached.	
	Budget details	Amount requested by applicant
	i. Vote 11000 - Salary and wages	(Please specify)
	ii. Vote 21000 - Travelling and Transportation	(Please specify)
	iii Vote 24000 - Rental	(Please specify)
	iv Vote 27000 - Research Materials & Supplies	(Please specify)
	v. Vote 29000 - Professional Services	(Please specify)
	vi Vote 35000 - Accessories and Equipment	(Please specify)
TOTAL AMOUNT		

H.	Declaration by applicant (Please tick (✓)):
	I hereby declare that: ☐ 1. All information stated here are accurate, University has right to reject or to cancel the offer without prior notice if there is any inaccurate information given. ☐ 2. Application of this research is presented for the Case Study Grant Scheme Universiti Utara Malaysia. ☐ 3. Application of this research is also presented for the other reasearch grant/s (grant's name and total amount) - (if any) _____ Date : Project Leader's Signature :: _____

I.	Declaration by Director of IMBRe
	Recommended: ☐ A. Highly Recommended ☐ B. Recommended ☐ C. Not Recommended (Please specify reason) Comments: Name: Signature: Date:

Note: APPLICATIONS SUBMITTED WILL BE TREATED IN STRICTEST CONFIDENCE.