

CASE STUDIES AND BENEFITS OF CASE STUDIES FOR FUTURE FINANCIER

B.E.Khabibolla,

under the direction of A.S.Rezhap

Al-Farabi Kazakh National University

e-mail: bibisarahabib@gmail.com

Case study is a research method which allows a person to understand why and how to investigate questions. In educational research, case study can be used for many purposes as it allows the capacity to describe different factors and interaction with each other in real contexts. It offers various learning opportunities and experiences by influencing the different practices of theories. Typically, case studies are used in law schools, business schools, social and medical schools. But when instructors try to apply it in real-life situations, it can be used in a variety of disciplines. There are different formats for case studies, from simple questions to a detailed description of the situation accompanied by data analysis. These questions might be, "What would you do in a situation like this?" This depends entirely on the purpose of your course. The case studies assignments can be completed as a group or individually so that students can easily find solutions and reduce their workload.

The method was first applied at Harvard Business School in 1924, whose professors quickly realized that there were no textbooks suitable for a graduate program in business. Their first solution to this problem was interviewing leading business practitioners and writing detailed reports on what these managers were doing and the factors affecting their performance. The listeners were given descriptions of a certain situation that a real organization faced in its activities in order to get acquainted with the problem and find a solution on their own and in the course of collective discussion.

Many researchers believe in case studies because they often base their findings on the data they collect. However, not all people consider this procedure to be effective and reliable enough, as some consider it a bias method that should only produce insinuating results. To find out more about the value of case studies, here are some of the pros and cons that you can use to determine if it's really useless or not. Pros of case studies are influential way to portray something, makes practical improvements, increases students' perception of learning outcomes related to the main objectives of the course. Case studies develop skills such as: problem-solving, analytical tools, quantitative and/or qualitative, depending on the case, decision making in complex situations, coping with ambiguities, public speaking skills, leadership potential. And cons of case studies are lack of the essential insights, unrealistic as the ultimate roadmap, encourage to imitate rather than inspire, does not apply to similar cases, too many cases, not enough time.

Case studies are also used in the study of finance. There are 5 tips to produce a finance case study that teaches and impresses: 1. invest in making it personal; 2. be clear about your business needs; 3. be keen on your audience; 4. involve everyone; 5. make it objective. And using case studies helps future financiers learn skills and apply them in real life in different situations.

Real-life finance leadership skills. The value of the case study method is that it simulates a real environment and helps prepare the student for real business situations in his future career; the ability to quickly make correct and useful decisions for the company is what employers are looking for.

Better than lectures. One of the most overlooked features of the case study method is that it is fun. Being able to track the development of your thoughts during the consideration of the case and reach the final decision is ultimately an uplifting feeling. Most of the business cases presented have a narrative arc that students can relate to and value as a real thing - solving a real human

problem evokes a sense of achievement, and hence the method motivates students to engage emotionally as well as intellectually in each case.

An all-encompassing business outlook. Future financiers receive a global perspective that opens up more career opportunities after graduation. Each case is designed taking into account previous cases, which allows students to apply the knowledge gained in any situation.

In conclusion, this combination of teaching methods helps future financiers gain a comprehensive understanding of how problems arise and are solved in business - while the traditional case method contains all the necessary information and waits for the student to swallow the bait, it is often necessary to make real decisions to manage the business. without all the information you need. With this in mind, case studies are often developed, but it is clear that the extent to which they are reflected in reality is limited.

In modern business schools, the case study method takes up about a third of the total teaching, which means that traditional lectures continue to take precedence. The effectiveness of this method is well known in the business education field, but it is also recognized that this method has its drawbacks if not performed correctly.