

UTILIZAREA STUDIULUI DE CAZ ÎN DEMERSUL PEDAGOGIC AL FORMĂRII SPECIALIȘTILOR ÎN MANAGEMENT

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Abstract:

The complexity of economic life and the necessity to prepare the students for a very competitive environment has determined the members of the teaching body to find new teaching methods. An increasing importance was awarded to the study case method, successfully promoted by Harvard Business School. The case method is also used as recruitment technique or to test the abilities of employees. In our country this teaching method is used only seldom, by using copied cases from the prestigious universities that do not fit in the Romanian economic picture. In this paper we will present the features that recommend the case method as an excellent teaching tool.