

AS case studies go, it was one of the most thought-provoking discussions the participants had ever attended.

When Harvard Business School's Prof Daniel Quinn Mills held a 90-minute case study discussion at Sunway University College (SUC) recently, he found himself addressing a very interested and attentive crowd.

In attendance at the presentation were Sunway Group's senior management and staff, SUC's lecturers and students, Harvard alumni and prominent Malaysian business figures.

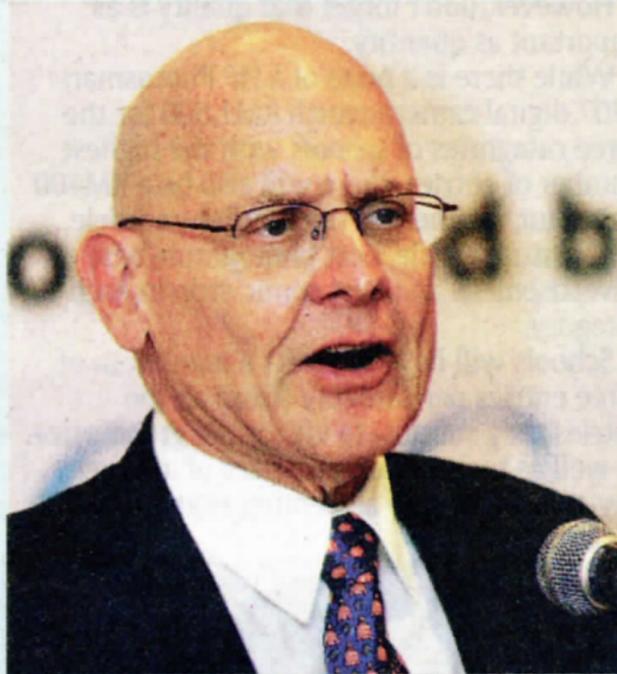
Prof Mills, a prolific author, used the Banyan Tree Hotels and Resorts case study as a starting point to trigger discussion, gauge investors' views and highlight corporate social responsibility.

The session proved to be a forum for a stimulating, intelligent exchange of real experiences with a great deal of discussion and opinions from the floor.

It was also a clear illustration of how important class participation was in an adult learning environment.

Prof Mills pointed out that "mutual

Talk by Harvard prof



PROF MILLS: 'Mutual respect for those who speak their minds must be given.'

respect for those who speak their minds must be given and adhered to in order to encourage active participation for the purpose of learning".

"The facilitator should be well aware of, and able to play and deliver his role," he said.

SUC's Board of Directors Dr Goh Cheng Teik said the case study session was "both lively and invigorating".

The talk was part of a series of talks by industry professionals that SUC recently hosted for the benefit of its students, staff and the general public, in line with the dictates of lifelong learning.

Other speakers recently hosted by SUC include the Sterling Lecture Group from the United Kingdom, Singapore's Nanyang Technological University's Prof Lim Chong Yah and Assoc Prof Joseph Wan Chew Yoong, and National University of Singapore's Emeritus Prof Edwin Thumboo.

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