

# A Problem-based Approach for Management Education

Preparing Managers for Action

PHILIP HALLINGER

*Mahidol University, Bangkok, Thailand*

and

EDWIN M. BRIDGES

*Stanford University, CA, U.S.A.*

*with contributions by*

Kamontip Snidvongs

Ramlall Shannon

Vichita Vathunophas

Smiksan Kantabutra

*and*

Brian Hunt

• HOCHSCHULE  
• LIECHTENSTEIN  
Bibliotheek

 Springer

# TABLE OF CONTENTS

About the Authors	Vii
Foreword	xi
KELVIN W. WILLOUGHBY	
Preface	xv
PART I: INTRODUCTION	1
Chapter 1	
Preparing 'Managers for Action'	5
Chapter 2	
PBL: A Promising Approach to Education in the Professions	25
Chapter 3	
Developing Problem-based Learning Materials	45
Chapter 4	
Implementing Problem-based Learning in the Classroom	69
Chapter 5	
Integrating Technology and Problem-Based Learning	91
Chapter 6	
Student Assessment in a PBL Environment	109
Chapter 7	
Problem-Based Learning as a Curriculum Approach	133
Chapter 8	
Implementing Problem-Based Learning in Higher Education Programs	147
PART II: INTRODUCTION	173
Chapter 9	
Leading Organizational Change	
PHILIP HALLINGER	177
Chapter 10	
Data to Intelligence	
KAMONTIP SNIDVONGS	199
Chapter 11	
New Product Positioning	
RANDALL SHANNON	223

^                    ...                    --.\*  
 .1 \* . . :                    " I.

Chapter 12	• •:	
Retail toe-Tail		
VICHITA VATHANOPHAS		245
Chapter 13	, , , , , • • • • •	
Reorganizing for Competitiveness		
SOOKSAN KANTABUTRA		263
Chapter 14		
Employee Selection	- • • ..	
PHILIP HALLINGER & EDWIN M. BRIDGES		287
Chapter 15		
A Problem at Organization X		
PHILIP HALLINGER & BRIAN HUNT		309
Index		325