

## A PROBLEM-BASED LEARNING EXPERIENCE: A STUDY ON FINANCIAL SERVICES MARKETING CLASSROOM

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### ABSTRACT

Problem-Based Learning (PBL) is an approach to teaching that focuses on student-centred learning as compared to the teacher-centred learning. A study was done at the Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia to gauge student acceptance towards using PBL in the classroom. The results show that even though there is positive acceptance among the students but it is not enough to draw any positive conclusion on that exercise. It is understood that this is the first time that PBL is used systematically in the university and more exposure has to be given to the students before engaging deeper into using this technique of teaching in the classroom.

**KEY WORDS:** Problem-based learning; student-centred learning, marketing.

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