

[Course Registration]
Management Case Study and Practice
—2017 (The 13th) Tsinghua University Business Case Competition

I Course Review

1. A Brief Introduction

The course is designed for students participating in the Business Case Competition of Tsinghua University. Adopting a new model of teaching through practice, it organizes students to visit case enterprises for field study and invites specialists and consultants of various industries to offer professional guidance on case study methodology, aimed to connect students with various industries and to enhance communication and exchanges between them, so that students could have a better understanding of case study methodology while taking part in the case competition.

2. Teacher Responsible

Professor YU Chunling, Marketing Department of Tsinghua SEM

3. Syllabus and Credit

Lecture/Date	Lecture Content	Assignment
<p>The 1st Lecture</p> <p>October 25</p> <p>7pm</p> <p>(Shunde 401)</p>	<p>Subject: Introduction and benefits for taking the course</p> <ol style="list-style-type: none"> 1. A brief introduction to the Case Competition and the course 2. Winners of past Case Competitions share their learning experience, mainly about the benefits for doing case study and matters needing attention. 	<p>Setting up teams and dividing the task</p> <p>Collecting background information for target case</p>
<p>The 2nd Lecture</p> <p>November 1</p> <p>7pm</p> <p>(Shunde 401)</p>	<p>Subject: Consulting Methodology and Practice</p> <ol style="list-style-type: none"> 1. Typical Business Analysis Skills 2. Consulting Thinking 3. Consulting Method 4. Case Study and Practice 	<p>Consulting Business Plan</p> <p>Making research outline for case enterprise</p>

Lecture/Date	Lecture Content	Assignment
<p>The 3rd Lecture</p> <p>November 3-15</p>	<p>Subject: Field Study on Case Enterprise</p> <ol style="list-style-type: none"> 1. One group study arranged for each case 2. Unlimited number of field studies arranged by teams themselves 	<p>Study report on case enterprise</p> <p>Presentation report</p>
<p>The 4th Lecture</p> <p>November 30</p> <p>7pm</p>	<p>Subject : Case study presentation</p> <ol style="list-style-type: none"> 1. Case study presentations by winning teams 2. Winners selected by a diverse panel of judges including academicians from business colleges, entrepreneurs, media chief editors, consulting and investment companies corporate partners 	<p>Presentations by winning teams</p> <p>Award Ceremony</p>

This course, as a non-test based one, only has “Pass” or “Fail” to measure students’ achievements.

Students who finish every session in the syllabus above as required would get 1 credit.

MBA students and non-MBA students of Tsinghua University including SEM (excluding exchange students) take the credit of this course as selective course credit for 2018 spring semester.

II Case Competition Review

1. A Brief Introduction

The Business Case Competition of Tsinghua University (Case Competition), as one of Tsinghua’ s traditional competitions, is hosted by the MBA Programs, Tsinghua SEM, and is academically supported by China Business Case Centre, Tsinghua SEM.

The Case Competition, started in 2005, is a university-level bi-lingual competition, covering all colleges and departments in Tsinghua. It has been successfully held for 11 years. The competition has created a new cooperation model between the university and enterprises, with students of various teams doing research and making analysis for solutions to real business cases taken from enterprises. In 2016, the course “Management Case Study and Practice” was launched on the basis of the Case Competition, aimed to assist students to improve their capability in study and practice.

2. Schedule

Procedures	Dates	Matters Needing Attention
Registration Deadline	12am on October 20	The registration should be made in teams.
Distribution of cases	After the completion of registration	Cases would be sent together with the confirmation email.
Introduction to the course and Forum on sharing study experience	7pm on October 25	Compulsory
Case Study Training Lectures	7pm on November 1	Compulsory
Field Study on case enterprises	November 3~15	Compulsory
Deadline for submission of case proposal	12am on November 24	A detailed case report and a presentation report should be submitted at the same time.
The first round case review (offline)	November 25~28	
Shortlisted teams announced	November 29	
Winning cases presentation and review (on site)	7pm on November 30	Compulsory
Award ceremony and closing session		

Note:

Both Chinese and English are acceptable in submission of the case reports. No extra credit will be given for either language. Students are advised to make presentations in Chinese. The working language used in company visits is Chinese.

3. Competition Cases

NO	Case Name	Industry and Key Word
1	CreditEase YIREN Wealth	Industry: Finance Key Word: YIREN Wealth Management, Fin-tech, Brand Promotion, Strategy

Management

	YILI	Industry: FMCG, Dairy Farming
2	YILI Industry Chain Finance	Key Word: Industry Chain Finance, Financing of upstream and downstream Firms, Sustainable Development
3	Oriental YUHONG From "Oriental YUHONG" to "World YUHONG"	Industry: Building (Material) industry Key Word: Overseas Business, Brand, Industry First
4	SHENGLONG "The Bosses" Co-founding for SHENGLONG ELECTRIC GROUP	Industry: Electric Key Word: "The Boss" Co-founding , Sales Organization, Entrepreneur Platform

Note:

YILI will be the only one English case this year, suitable for overseas participants. Teams could select two of the 4 cases above for competition as 1st and 2nd choice. We will coordinate and announce the final results.

Based on various cases, the organizing committee would organize field study as well as exchange activities with case enterprises.

4. Prizes and Bonus

There are 3 levels of prizes for each case.

The first prize: certificate of award and 8000RMB bonus. There will be 4 winners all together and one for each case.

The second prize: certificate of award and 5000RMB bonus. There will be 4 winners all together and one for each case.

The third prize: certificate of award and 2000RMB bonus. There will be 4 winners all together and one for each case.

III Course Selection and Language Used in Course and Competition

1. Course Selection

MBA students, SEM students, and Tsinghua university students (not including the exchange students), after forming teams and sign up for the competition will enter into the primary list. Whether the course selection is successful depends on if the student teams meet the required credit hours and the requirements of the case reports submitted. After the contest, course assistant will help to evaluate all the mentioned

above. Candidates who passed the evaluation will get the course credit in 2018 spring term.

If you don't need credit and participate the competition only, please state in advance.

2. Language Used in Course and Competition

As all case enterprises are local Chinese companies, the course "Management Case Study and Practice" will be taught only in Chinese. The winning case presentations will also be mainly in Chinese.

Overseas students (excluding exchange students) intending to take the course must join Chinese students or other overseas students with good proficiency in Chinese as a team. Otherwise they may not get the credit for not being able to participate in the teaching process.

Exchange students may choose only to take part in the Case Competition without taking the course "Management Case Study and Practice" . In this case, exchange students only participating in the Case Competition could not get the credit for the course.

IV Registration

To finish the online registration and application for the course, please click on the following link or scan the QR code below no later than 12am on October 20.

<https://www.wenjuan.in/s/NZnMbe/>



Matters needing attention:

Each study group or competition team should be composed of 4-5 students, who may come from different colleges and departments.

Overseas or exchange students intending to join the competition are advised to join with Chinese students or other overseas students with good proficiency in Chinese as a team.

Each team could select any one of the 4 cases above for competition.

To ensure the balance in choosing cases by different teams, the principle of “first come first served” shall be applied in the competition. Teams are allowed to adjust their cases on the condition that each team member agrees to the adjustment.

V To learn more details about the course and competition, please contact us by

Email: cbcc@sem.tsinghua.edu.cn (recommended)

Telephone: 62791932, 62795784