2015 Tsinghua Business Case Competition & Live Case Study Course

Dear Students,

Welcome to 2015 Tsinghua Business Case Competition!

Tsinghua Business Case Competition is an annual event that brings together all enrolled students in Tsinghua University to compete in a challenging business case study. Initiating in 2005 as the Tsinghua MBA Case Competition, it became a university level event in 2013. In 2014, it embarked on the Chinese-English bilingual mode to encourage the involvement of foreign students. And 2015 marks the 10th anniversary of this competition. This year it will be innovatively collaborating with Live Case Study Course, aiming to improve students’ practical learning ability.

Through this competition, participants will start a meaningful journey on the real business world; they will also grasp chances to build innovative thinking and business skills.

Mainly hosted by Tsinghua SEM MBA Education Center, Tsinghua SEM China Business Case Center will provide academic support throughout the event. The judges of the competition are experienced entrepreneurs and professionals from industry as well as the well-known professors from business school.

【Course and Credits】

The team members will earn 2 credits from Live Case Study Course if they: 1) attend all the required classes, 2) enter the Semi-Final and Final Competition; 3) complete and submit on time the final report of the course.

For PMBA students, the credits will be counted into IPP course; for GMBA and other students in Tsinghua (not including exchange students), the credits will be counted into elective course in 2016 spring semester.

【Course Professor】

Professor Xie Bin from the Department of Management Science and Engineering

【Tentative Competition / Course Schedule】

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<th>Date</th>
<th>Event</th>
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<tr>
<td>before 10/15</td>
<td>Apply</td>
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<tr>
<td>10/16</td>
<td>Distribute the Cases to Applying teams</td>
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<tr>
<td>10/19 to 10/28</td>
<td>Company Visit and Case Selection</td>
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<td>10/29</td>
<td>Opening Ceremony &amp; Course Introduction</td>
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<td>11/5</td>
<td>Submission Deadline for the Case Report</td>
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<td>11/6 to 11/8</td>
<td>Case Reports Review</td>
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<td>11/9</td>
<td>Announce the Teams entering Semi-final Competition</td>
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<td>11/10, 11/11, 11/17, 11/18, 11/19</td>
<td>Attend Live Case Study Course (choose one class through five)</td>
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<tr>
<td>11/24, 12/1, 12/3, 12/8, 12/10</td>
<td>Semi-final Competition and Five Case Review Classes</td>
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<td>12/15</td>
<td>Final Competition &amp; Award Ceremony</td>
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【Competition Cases】

- Baidu Finance
- Swiss Reinsurance (China) Value Chain Rebuilding
- Changhong Intelligence—“CHIQ”
- CreditEase: Wealth Management
- China’s Drug Code Mapping Platform

Please refer to the attached file for company dilemmas. Each team could choose one case to study. For different cases, the Committee will organize relating company visits or communication activities.

【Competition / Course Language】

Throughout the competition, the Committee will offer Chinese-English bilingual support and service. The five cases and relating files will be provided both in Chinese and English version. The case report and presentation could be written and demonstrated either in Chinese or English. Nevertheless, it should be noted that Live Case Study course will be instructed in Chinese (Since the 5 business cases are mainly collected from Chinese company.). Therefore, it is suggested that one Chinese student be included in each English team to assist in understanding Chinese-instructed classes.

【Competition / Course Gain】

All the semi-finalists will gain from this competition & course:
2 Credits + Course Certificate + Awards + Practical Learning + Program/Job Opportunity

【Procedure and Requirements】

Step one: Online application, company visits and case report submission;
Step two: Announce the six teams entering Semi-final Competition. The teammates will have access to Live Case Study Course.
Step three: Attend Live Case Study Course, comprising of one case-relating class, semi-final competition, five case review classes, final competition and award ceremony.
Step four: Submit the Course final report, get scores and credits.

【Apply】

Please click the below link and fill out the application form online before 18:00, Oct. 15th.
Note:

- Normally, each team should consist of four or five members. You can form your team with any other Tsinghua students in the same or different classes, majors and departments.
- Each team could choose one case out of five.
- All the teams are welcome to participate in the Company visits.

【Contact Us】

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Tsinghua SEM MBA Education Center
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