



中欧受上海市政府 委托，聚焦中国 专题案例研究

CEIBS
Commissioned
by Shanghai
Government to
Focus on China-
specific Case
Research

经 上海市政府慎重选择，中欧国际工商学院承担起建设“上海MBA课程案例库开发共享平台”项目的重任，该平台聚焦于中国背景下的管理实践，旨在推动国内商学院进一步提升课程质量，并帮助全球的商学院更加深入地了解在中国多变的经济环境中，管理学所面临的特殊挑战。

“中欧所采用的案例一般中西兼备，但因为中国的商业环境与西方发达国家迥然不同，学员们对于中国本土案例的需求与日俱增。”中欧国际工商学院副教授、案例研究中心主任梁能教授如此解释了建立上海MBA课程案例库开发共享平台的缘由，“在国际市场上，大家也越来越渴望了解如何在中国国情下进行管理，以及中国公司如何把握自身的发展、创新与转型。”

不仅国内外对于中国背景下的管理案例有着强烈需求，上海本地的商学院也期望学习如何有效地运用案例教学法。

“众所周知，中欧国际工商学院无论在案例开发，还是案例教学上，都拥有较丰富的经验，因此上海市政府选择我校作为建设案例库和案例平台的先行者。”梁教授解释说。

这是中欧专注于知识创造与教学创新的最重要的首创项目之一。世界上许多商学院都采用案例教学法，并大量借鉴根植于西方文化和政治背景中的案例。“我们鼓励教授和案

例研究员格外关注中国特有的管理问题，但同时基于全球视角。这一首创项目恰与我校‘中国深度，全球广度’的战略完美契合。”梁教授说，“我们可能会以更广阔的新兴经济体背景下的管理为主题，组织全国性的案例竞赛。”

除了上海市政府，上海地区的其他商学院和大量来自企业界的机构也是中欧这一项目的合作伙伴。中国的经理人将从案例平台的成果中获益。中欧将利用这一平台进行以实践者和政策为导向的研究。案例研究法就方法而言比传统的学术论文更为灵活，因此中欧将从平台中选取素材，帮助企业高管们更好地理解 and 应对市场变化。“我们希望帮助更多的中国经理人从中汲取普遍规律，让他们能够授人以渔，触类旁通。”梁教授解释道。案例平台还将推动中欧开发与 中国管理相关的新的标志性课程，并帮助更多的中欧教授和案例研究员成长为世界级的中国专家。

“我们希望到2018年，每一位想要寻找有关中国管理案例的人都能首选这个平台。”梁能教授说，“该平台将在三年内投入运作。目前正在建立一个高质量、符合国际标准的本土案例库，以供国内外商学院使用。”

CEIBS has been selected by the Shanghai Government to lead the development of the Shanghai MBA Case Development and Sharing Platform that focuses on management in the Chinese context. The platform is designed to help Chinese business schools further improve their programme quality and help international business schools better understand the unique challenges of managing within the context of China's transitional economy.

“At CEIBS we use a combination of Western and China-context cases but our students are increasingly asking for more and more localized cases, as the Chinese business environment remains significantly different from that of the developed West,” said Associate Dean and Director of CEIBS Case Development Centre Prof Liang Neng, in explaining the need for the Shanghai MBA Case Development and Sharing Platform. “There's also a growing demand in the world market for managing in the Chinese context. They want to know how Chinese companies manage growth, manage innovation, manage transition.”

In addition to this strong domestic and international demand for cases about management in the Chinese context, local Shanghai business schools also need to learn how to effectively apply the case teaching method. “Since CEIBS is considered more experienced in both case development and the case method, the Shanghai Government has selected the school to lead the development of this case bank and platform,” explained Prof Liang Neng.

This is one of CEIBS' most significant initiatives to focus on knowledge creation and teaching innovation. Many business schools across the globe use the case method of teaching, and draw heavily on cases that are grounded in the cultural and political context of the West. “We are encouraging faculty and case writers to focus specifically on managerial issues specific to China, but from a global perspective. This initiative fits precisely with our ‘China Depth Global Breadth’ strategy,” said Prof Liang Neng. “We will also likely organize nationwide case competitions centred on management within the broader context of emerging economies.”

In addition to the municipal government, CEIBS will also collaborate on the project with other Shanghai-based business schools and the wider business community. Chinese managers stand to gain from the work produced by the case platform.

CEIBS will also leverage the platform for practitioner- and policy-oriented research. Because case studies are more flexible in methodology than traditional academic research papers, CEIBS will use material from the platform to help business executives better understand and be more responsive to changes in the market. “We hope to help more Chinese managers extract general principles that can be learned by others and applied in other situations,” explained Prof Liang Neng. The platform



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will also be leveraged to develop new signature CEIBS courses on Chinese management and help groom more of the school's faculty and case writers to become world-class China experts.

“We hope that by 2018, our platform will be the number 1 preferred choice for anyone who wants to find cases about management in China,” added Prof Liang Neng. “It should start operating in about 3 years. Right now, we are developing a stockpile of high-quality international-standard but localized cases which can be used by both domestic and international business schools.”