



# Student Case Competition 2022

## I-CEE Center

Research Center for the Internationalization of Companies from Emerging Economies

**International Business School**  
**Beijing Foreign Studies University**  
**Beijing, China**

## **Introduction**

**Beijing Foreign Studies University, or BFSU**, is one of China's top universities under the direct leadership of the Chinese Ministry of Education. It is listed under Project 985, Project 211 and Double First-Class Project of China. BFSU has, since 1941, produced a large number of qualified professionals who, after graduation, work in and outside China as diplomats, translators/interpreters, educators, businessmen/women, journalists, lawyers, bankers, etc. Among BFSU alumni, over 400 have worked as ambassadors, and over 2,000 as counselors. BFSU is thus known as "a cradle for diplomats".

**International Business School, or IBS**, founded in 2001, is the most dynamic school at BFSU, the largest in terms of student number, and the most internationalized business school in China, with 1200 Chinese students and 600 international students from over 80 countries studying together. From Australia to the United States, Japan to South Africa, Finland to Chile, we have partnered with over 400 universities, research institutes, and international organizations in 88 countries and regions.

**Research Center for the Internationalization of Companies from Emerging Economies, or I-CEE Center**, was initiated by IBS.BFSU in 2021, in collaboration with our international partners. Since the 1990's, Foreign Direct Investment by MNEs based in emerging economies has increased significantly. Their internationalization path is quite different from their counterparts based in developed economies, also met with unique opportunities and challenges. Research in this area is far from sufficient, requiring more commitment and contribution from the intellectual institutions. Based on extensive cooperation with scholars from all over the world, I-CEE Center strives to encourage and support the research on the international business of MNEs from emerging economies, aiming to help companies and policymakers to better understand this topic, therefore succeed in developing and carrying out the internationalization strategies.

## **Student Case Competition**

I-CEE Center is dedicated to advancing education and studies for the research on the international business of MNEs from emerging economies. With this in mind, I-CEE Center will organize the **Student Case Competition** annually, which provides a good opportunity for students to apply theoretical knowledge into analyzing a real business issue, to establish international connections, communication, and cooperation with peers from all over the world.

As part of its mission, I-CEE Center recognizes the importance of partnering with colleges and universities, any other research institutions, government agencies, as well as the companies, in order to help connect the academics and business, which will ultimately enrich both students and executives alike.

### **1. Eligibility**

The competition is open to all students equipped with sufficient business fundamentals.



## 2. Team Regulations

- Teams can consist of **2 to 5 members**.
- **Compulsory: membership from at least two countries**, esp. The countries involved in the case setting, are highly encouraged and valued.
- If the team members are affiliated to two or more universities, five extra points will be given to the team as a cooperation reward.
- Teams are encouraged to consult with a university faculty advisor to ensure better quality. Not compulsory.
- Please submit the **Registration Form (Attachment 1)** to [IceeCenter@gmail.com](mailto:IceeCenter@gmail.com) before 11:59 PM Beijing Time on April 4, 2022. I-CEE Center Research Cooperation Platform would help seek international teammates on request with specific requirements.

## 3. Case Topic

**Topic: Any business topics involving a company from A country doing business in B country (A country or B country should be an emerging economy)**

E.g., Xiaomi in India: Challenges of Its Future Growth

*Xiaomi* - the company

*China*- A country

*India* - B country

*Issue* - Challenges of Its Future Growth

## 4. Case Requirement

- **Word count:** 3000-5000 words
- All submissions must use a PDF with the title of “case title + team name”. All other file formats will be rejected.
- Submissions can be in **English or Chinese**.
- All submissions must be the original work of the team.
- Supplemental video clips are very welcome, showing the interview or on-site situation.
- Interviewing with the executives and managers is very helpful for a good case study. Meanwhile, interviews and surveys with related parties, e.g., employees, consumers, customers, suppliers, competitors, and any other stakeholders will provide a more complete understanding from various perspectives. Case study based on public sources with clear reference is acceptable, as well.
- You may refer to the business cases from *Ivey*, *Harvard Business School*, *Asia Case Research Center of the University of Hong Kong*, and *China Management Case Sharing Centre (CMCC)* for case writing skills. Case samples may be provided for reference on request. Please bring up the request while sending the registration form and the case abstract.

## 5. Sections in a Business Case:

- **Introduction, key issues/ problem statement**– The key issues in the case should be clearly stated. Please note that the case involving a challenge, or a problem, or an issue is more preferred than the “best practice” case.
- **Background and Analysis**



- 1) Analysis on the national and international business environment;
- 2) Analysis on the industry
- 3) Analysis on the competitors, the consumers, and other stakeholders may be covered in the analysis.

You may refer to the PESTEL, five-force or SWOT model to organize the analysis. It's not necessary to cover every factor, instead, focus on the most important factors for your case topic.

- **Solutions** – Bring up the possible solutions to the issue, analyze and compare the alternatives, then make a suggestion.
- **Conclusion**– What are the main business lessons we can learn from the case? Please try to relate to business knowledge.

## 6. Awards

### *Cash Prize*

Rank	Prize (per team)
First-place	RMB 3,000 (around USD 450)
Second-place	RMB 2,000 (around USD 300)
Third-place	RMB 1,000 (around USD 150)

### *Scholarship*

Available for new application of IBS.BFSU bachelor, master or non-degree programs (Not applicable to Chinese students).

	Tuition waiver for degree programs (per person)	Tuition waiver for non-degree programs (per person)
First-place	RMB 10,000	30%
Second-place	RMB 5,000	20%
Third-place	RMB 2,500	10%
Participation Benefit*	RMB 1,000	

\*For the non-awarding participants who have submitted the complete case.

### *Other Benefits*

- Award-winning authors will be granted the Excellent-Case Award **Certificate**.
- For IBS.BFSU current students: award-winning team members will receive **additional points in comprehensive evaluation** (Applicable to Chinese and international students).

## 7. Special Clauses

- All rights reserved worldwide for I-CEE Center. All rules, regulations, and formats are subject to change by I-CEE Center. Teams participating in the competition will be promptly notified of all changes. All changes will have an equal effect on the participating teams.
- Requests to reproduce excerpts or to photocopy, all other queries on rights and licenses, should be addressed to International Business School, Beijing Foreign Studies University.

## 8. **Timeline**

February	Case Competition Registration Opens
April 4	Registration Closes
April 9	Zoom Event Kick-Off Session (Case Writing Skills Development Session)
July 31	Case Submission Deadline
August 15	Finalists Announced
August 27	Final Round – Live Presentation

## **Contacts**

All submissions shall be emailed to [iceecenter@gmail.com](mailto:iceecenter@gmail.com) **subjected as “I-CEE Center Student Case Competition Submission”**.

**Tel:** +86 010 88816563

Please follow IBS.BFSU official accounts to get the latest information.

Website: <https://ibs.bfsu.edu.cn/en/> <https://solbridge.bfsu.edu.cn/>

Facebook/ Twitter/ Instagram: @IBS.BFSU

WeChat: Study in BFSU

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February 2022

## **Attachment 1: Registration form**

### **1. Team Information**

#### **1) Team leader**

Full name:

Nationality:

University or other institution:

Major:

Class year:  Freshman/ Sophomore/ Junior/ Senior/ Graduate and above

Contacts:

– Email:

– Phone number:

#### **2) Team member 2/3/4/5**

Please provide all information for each member as shown under the team leader.

#### **3) Advisor or recommender, if any**

Full name:

Nationality:

University or other institution:

Title or position:

Research Area:

Contacts:

– Email:

– Phone number:

**Q:** Do you need help to find other international teammate(s)? If yes, please describe your requirements clearly and completely, e.g., nationality, education, language skills etc.

**A:**

### **2. Case Abstract**

**Title:**

**Language:** English or Chinese

**The company involved:**

**Industry:**

**Disciplines:** e.g., Organizational Behavior/Leadership, International Strategy, Marketing, Trade, etc.

**Setting:** e.g., Cambodia, China, Uzbekistan, etc.

**Abstract** (around 200 words):