

# 加拿大毅伟商学院 高中商业案例竞赛

Ivey High School Case Competition (China)

学生手册  
HANDBOOK



协办：AKD加皇教育集团

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Strategic Partners

*50 Top High Schools*

*100K wealthy Families*

*700K annual market size*

*1M page-views*

# 加拿大毅伟商学院

Ivey Business School, Western University



**World's Leading**  
Business School



**Top Publisher**  
Asia Business Case



加拿大韦仕敦大学毅伟商学院 (Ivey Business School, Western University) 位于加拿大安大略省伦敦市(London, Ontario), 是北美历史最悠久、声誉最卓著的商学院之一。自 1922 年建立至今, 毅伟商学院与哈佛大学以全案例教学的授课方式领导全球, 为世界众多领域培养了无数的领导精英。毅伟商学院是全球顶尖的商学院之一, 其学位课程及高管培训教育都拥有极好的国际声誉。

- 高管教育项目 “加拿大整体排名第一” ( 2022 《金融时报》 )
- 大中华地区公开高管教育项目 “教学质量” 和 “学员目标达成度” 排名第一 ( 2019 《金融时报》 )
- 加拿大最佳 MBA ( 2014-2019, 2022 《彭博商业周刊》、2020 《金融时报》 )

The Ivey Business School at Western University, Canada was founded in 1922 and is one of North America's oldest and most established providers of business education.

Ivey Business School is one of the top business schools in the world, with an excellent international reputation for its degree programs and executive training education.

- No.1 Executive Education in Canada (Overall) - Financial Times (2022)
- No.1 Executive Education provider of open enrolment programs in Greater China – faculty teaching quality and achievement of participants' aims. - Financial Times (2019)
- No.1 MBA Program in Canada – Financial Times (2020), Bloomberg Businessweek (2014-2019, 2022)

# 商业案例教学法 培养商业实战能力

Case Teaching Method

毅伟以采用案例教学法扬名世界，启发学员以更有策略效率方式面对现实企业的问题与挑战。该教学方法互动性强，参与度高，以真实的个案诱导，让学员考虑案例数据内外的不稳定因素，建立多角度思考思维处理企业问题。学员是以实践激发学习，而不是单向听讲。学习成果自然而丰硕，且学习成效非常长久。

毅伟现时是世界第二大商业案例研发机构，也是全球最大的亚洲和中文商业案例出版社。世界顶尖的商学院都使用毅伟案例作为商科教学材料。此外，毅伟教授还将案例教学法传授至世界各地顶级学府，很多知名国内，如清华曾经派员参加毅伟主办的案例工作坊。

Ivey is renowned for its Case-Method Learning, which immerses participants in problems and challenges faced by real companies. This highly interactive and engaging teaching methodology encourages participants to learn by doing, not just learn by listening. The result is a stimulating and richly rewarding learning experience.

Ivey is the world's second largest producer of business cases and largest producer of Asian business cases. These business cases are used as teaching material by top business schools around the world. Additionally, Ivey faculty members have taught Case-Method Learning to faculty at other institutions, including China's Tsinghua University.

## 商业案例竞赛 Business Case Competition

2005-2007年，我们成功举办“可口可乐杯 Ivey 商业案例竞赛”，来自中国 **30所** 顶尖高校，近**3000名**学生参加。 “2005-2007, We successfully held Coca-Cola Ivey Business Case Competition”, over 3000 students from 30 top business schools in China enrolled.

2007-2022 ScotiaBank Ivey 国际案例竞赛”由Ivey 主办。吸引了来自 **10多个国家** 的顶尖商学院参加。2007-2022, “ScotiaBank International Case Competition”, hosted by Ivey Business School. top business schools from 10+ countries participated.

**30** years  
**15** countries



**770** teams  
**3000** candidate



# 世界顶级商学院 商业案例大赛传统

World Top Business School Traditions



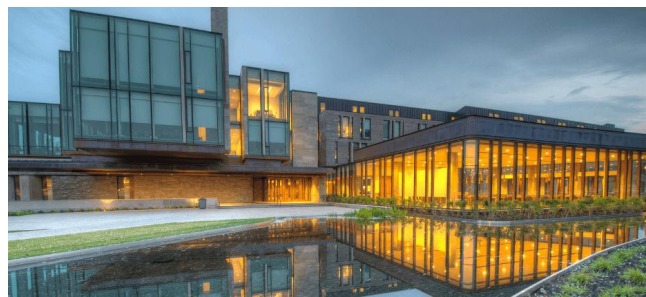
International Case  
Competition |  
Ivey Business School  
Western University

Global Business Case  
Competition  
Foster School of Business  
University of Washington



Management  
International Case  
Competition |  
Mcgill University

Marshall International  
Case Competition  
University of Southern  
California



# 商科占留学人数 28%

28% students abroad taking majors in business.

■ 商科包含专业多。

传统的商科专业就包含工商管理、会计、金融、市场营销、人力资源管理等；新兴商科专业还包含会展管理、供应链管理，财富管理、奢侈品管理、艺术经纪人、酒店管理、艺术品经营等。

■ Business includes many majors

Traditional business majors include business administration, accounting, finance, marketing, human resource management etc.; emerging business majors extends to exhibition management, supply chain management, wealth management, luxury marketing, art brokers, hospitality management, art product management etc.

■ 商科对专业背景要求较小，无论是学理工科还是文科，都可以申请商科专业。

■ Business has weak requirements for academic background, it attracts science or liberal arts students.

■ 就业范围广，薪酬好

工商管理/金融等行业工资较高，适用于不同行业。这对还不明确求职方向的同学来说是个风险最低的选择。

■ High employment and compensation

Business administration/finance keep higher employment rate and average income, and even are risk-free option for students who have not decided their future career.

# 留学专业去向分布

Major Distribution  
Postsecondary Application



- 商科 Business
- 工科 Eng.
- 文科 Social Science
- 理科 Science
- 艺术 Design & Arts
- 其余 Rest

FUTURE  
BUSINESS  
LEADERSHIP

商业案例大赛 · 成就青年商业精英  
Case Competition Grows Future Business Leaders

# 2023赛程

## Scheme of competition

Dec. - Feb. 2023

学生报名组队 Enrollment : registration and team up

G9-10: A年龄组 ; G11-12 : B年龄组

Mar. 2023

毅伟案例工作坊 Ivey case workshop

一对一教练 1 : 1 coach

Apr. 2023

初赛 Preliminary

May. 2023

复赛 Semi-final

Jun. 2023

决赛及颁奖 Final and Ceremony

## 团体奖

### Team Award

Ivey HSCC 金奖 : 1组/年龄组

Gold Champion : 1 team/age group

Ivey HSCC 银奖 : 1组/年龄组

Silver Champion : 1 teams/age group

Ivey HSCC 铜奖 : 1组/年龄组

Bronze Champion : 1 teams/age group

## 个人奖

### Individual Award

中加商业精英奖: 1人/年龄组; AKD Business Elite: 1 teams /age group

最佳领导力 1人/年龄组; Best Leadership : 1 person /age group

最佳展示 1人/年龄组; Best Presenter : 1 person /age group

最佳公民 1人/年龄组; Best Social Citizen : 1 person /age group

卓越奖 Excellence Certificate : All @ Semi-Final





# 证书及推荐

## Certificates & Reference

所有参加商业案例工作坊的学生  
All students completing Ivey  
case workshop

前 30% 进入复赛的学生  
Top 30% Students enter  
the Semi-Final

前10% 进入决赛的学生  
Top 10% Students enter  
the Final

- Ivey Asia颁发结课证书
- Ivey Case Workshop issue Certificate of Completion

- IveyHSCC 晋级证书
- IveyHSCC特邀教练出具推荐信
- IveyHSCC Certificate of Advancement
- Reference letter from IveyHSCC coach

- 金银铜奖杯及获奖证书
- IveyHSCC 评委或教练出具的推荐信
- Gold/Silver/Bronze Champion Trophy and certificate
- Reference letter from IveyHSCC judges or coaches



- 毅伟商学院出具 Issued by Ivey Business School
- 赞助商出具 Issued by sponsor and coach





# 资深评审顾问团

Honored Advisory Board and Judge



**Chris WH Chan , PHD**

Associate Dean (Asia),  
Ivey Business School  
陈维康教授  
副院长（亚洲），毅伟商学院



**Ning Su , PHD**

Ivey Business School, Prof.  
Management , Strategy and IT  
The World's Best 40 Under 40 MBA Prof  
管理、战略和信息系统教授  
全球40位40岁以下杰出商学院教授  
毅伟商学院“院长教学奖”



**Jennifer Hinshelwood**

Chief Operating Officer  
TVO Communications Authorities  
运营总裁  
安省教育电视台



**Roger Ramlalsingh**

General Manager of TVO ILC  
总经理  
安省教育厅独立学习中心



**Andrew Trung**

Director of AKD Group  
执行董事  
中加教育集团



**Vincent Ke**

Member of Provincial Parliament  
(MPP) in Ontario  
安省议员  
安大略（新保守党）议会



**Noah Fraser**  
( being invited)

Managing Director, China  
Chamber of Commerce Business Council  
中国区总裁  
加中贸易理事会

评审团由Ivey教授，Ivey资深校友和知名企业高管组成

Judge group is Ivey professor, Ivey Alumni and senior managers from big firms

加拿大驻华使馆，安大略省教育厅和中加贸易协会 共同支持

Canadian embassy in China, TVO ILC and CCBC as strategy partners

# 案例分析和提案方法

## Case analysis and proposal presentation



### 梳理基础信息 Basic Facts

- 企业面临什么问题？What the problem?
- 谁需要做出什么决定？Who makes decision?
- 他/她面临怎样的挑战和机遇？What challenges and opportunities exist?



### 分析 Analysis

- 企业所处的环境：时间，地点 When and Where?
- 定义问题本身，以及为什么这是需要解决的问题 Define the problem and why?
- 有什么数据可以利用 Where the supporting data?



### 提案 Proposal

- 企业有哪些选择 What are available options?
- 每一种方案的利弊，对企业长期和短期的影响 Pros and cons of each options
- 建议哪一种提案？Suggestions



### 执行 Action Plan

- 怎样执行？行动方案 Action plan?
- 如果执行过程和预想不同，有什么后备方案？Back up plan?

商学经济学知识  
Business & economy

市场分析能力  
Market analysis

公众演讲技能  
Public speech

跨国跨行业知识  
Global & cross industry

实践能力  
Execution

领导和团队合作能力  
Leadership & teamwork

# 毅伟商业案例工作坊

## Ivey High School Case Workshop

针对报名参加毅伟商业案例大赛的学生，毅伟商学院展开为期五天的在线案例工作坊精华课程，旨在传授没有接触过商业案例的同学，解析商业案例的方法，如何提案并评估各种解决方案。

工作坊由Ivey商学院教授主讲商业理论和案例解析方法，并由资深Ivey校友演绎经典案例，并指导学员分小组讨论，现场演练商业案例分析及提案。整个教学过程生动有趣，赋予中学生宝贵的沉浸式的商业体验，感受坐在顶尖MBA的课堂。

Ivey will launch a 5-HALF-DAYS online case workshop, which aims to teach students who have not been exposed to business cases in past, how to analyze business cases, and how to make proposal and evaluate various solutions. .

In the workshop, professor from Ivey Business School will give lectures on business theory and case analysis methods. Senior Ivey alumni will interpret sample cases, guide students in group discussion. This workshop is inspiring and interactive, empowering students with an immersive business experience, like a real MBA. class

时间 (寒假)	教学内容 (全英文教材)	主讲 (中英文讲课)
第一天 Day 1	企业在商业决定中需要考虑的要点 Key factors in business decision	毅伟商学院教授 Ivey professor
第二天 Day 2	商业案例的解析和评估 Case analysis and proposal evaluation	毅伟商学院教授 Ivey professor
第三天 Day 3	竞赛案例的分析示范 Case analysis for competition	毅伟资深校友 Ivey Alumni
第四天 Day 4	Lexmark 案例演练 Lexmark case group rehearsal	毅伟资深校友 Ivey Alumni
第五天 Day 5	案例大赛参赛技巧 Build your strategy and skills for competition	毅伟资深校友 Ivey Alumni

• 工作坊最终日程以竞赛官网为准。  
Final agenda is up to IveyHSCC website announcement.



苏宁博士  
管理、战略和信息系统教授  
Ivey毅伟商学院, 韦仕敦大学

苏宁教授教学经验包括毅伟本科、MBA、EMBA、博士、高管教育、和案例工作坊。苏教授发表一系列关于企业国际化、创新、人工智能、大数据、社交媒体和亚太商务的案例，其案例如西门子数字化转型、腾讯支付、阿里巴巴在国际上广泛采用。他曾担任毅伟-麦肯锡、波士顿管理咨询案例大赛评审。

Professor Su Ning's teaching experience includes Ivey undergraduate, MBA, EMBA, PhD, executive education, and case workshops. He published a series of case studies on corporate internationalization, innovation, artificial intelligence, big data, social media and Asia-Pacific commerce. He has served as a judge for the Ivey-McKinsey and Boston Management Consulting Case Competitions.



# 沉浸式 商业体验

## 代入CEO视角

### 初赛

- 学生网络报名参加毅伟商业案例竞赛并组队（可选）

Students enroll the case competition at [www.iveyHSCC.com](http://www.iveyHSCC.com) and team up ( optional )

- 学生通过微信小程序（e-intern）报名参加Ivey案例工作坊 Students enroll Ivey Case Workshop via WeChat (e-Intern)

- 学生阅读竞赛案例，并于截止日前通过“个人”或“队长”账户递交提案 Students study the case and submit proposals through individual account or team leader account by the deadline.

### 区域复赛

- 初赛获奖学生（未组队者）先组队才能参加复赛 Winning students need to team up to participate the regional semi-final.

- 复赛学生在微信小程序平台研究复赛案例，并于截止日前通过官网或微信小程序递交提案 Students study the case and submit proposals by the deadline.

### 中国决赛

- 复赛获奖团队，进入全国性决赛。决赛为现场比赛。 Winning teams enter the Final and ceremony.
- 总决赛拟于2023年6月在北京举行 Final ceremony is planned to be held in Beijing in Jun 2023.
- 复赛赛队在现场封闭环境下研究竞赛案例，于24小时内递交提案，并在现场阐述提案 Teams study the case and present proposals as a team within 24 hours.



### 学校确认参赛 协调报名和组队

组会方提供学校商赛培训  
Schools confirm the participation and students enrollment.



### 老师带队赴京 参加决赛

The team come to the final ceremony in Beijing, with supervision of their coaching teacher.



# 战略合作伙

Strategic Partners

## 独家协办



AKD加皇教育集团/中加学校  
AKD Group  
Concord College of Sino-Canada

## 合作单位



加拿大安省教育传播局  
安省教育厅独立学习中心  
TVO Independent Learning Center



Canada China Business Council  
Conseil d'affaires Canada-Chine  
加中贸易理事会



EEC Debate  
非凡辩论



TAIE International Institute  
加拿大达英国际学院



圣陶研究院



# 商业案例大赛（中国）

Ivey Business Case Competition ( China )



**主办：毅伟商学院（亚洲） Ivey Business School | Asia**

Hongkong Campus : HKCEC Phase 1, Room S320A, Level 3, 1 Harbour Road, Wanchai, Hong Kong

Ivey亚洲：[www.ivey.com.hk](http://www.ivey.com.hk)

竞赛官网：[www.iveyhsc.com](http://www.iveyhsc.com)

竞赛微信小程序：e-intern

咨询：400-074-0520      邮箱 [info@iveyhsc.com](mailto:info@iveyhsc.com)

**承办：Rainbow Alliance Inc. ( Canada)**

**上海睿职拓商务咨询有限公司（中国）**