

Theme	Company/Industry	Focus of Study
Globalization/ RCEP	Yili	Yili Group has set a vision to be "the world's most trusted healthy food provider" by 2030, and has taken solid steps in the past few years in terms of overseas R&D, acquisition of raw material origins and entry into new markets. This case aims to analyze Yili's globalization strategy and tactics, to provide references for Chinese companies' going global.
	Fuda Group	This case is to analyze the competitive advantages of Chinese enterprises in the RECP region, with the expansion of Fuda Group in Southeast Asia as an example.
	ByteDance	ByteDance has soared from a start-up to the world's largest unicorn company. As Zhang Yiming firmly promotes the globalization of the company, what opportunities and challenges has he encountered in the process? Where is it oriented to in the future?
Strategic Management	Ziroom	Renting concerns a matter of relationships that evolved gradually, from individual to individual, institution to individual, into a multilateral commercial relationship with branded long term rental agencies as the hub. Since 2021, the rental brand "Ziroom" took the lead in initiating the change from "worry-free renting" to "gainful renting". While the owners fund the renovation and the platform provides the "guaranteed rent", both parties share the "gain". This case presents the involvement of Ziroom's business model through first-hand interviews.
	Unmanned Convenience Store	Amazon has launched Amazon Go unmanned convenience stores, leading the way in this area. LIN Jie, a veteran of the Chinese retail industry, also hoped to launch unmanned convenience stores in China. What has he accomplished? What setbacks did he encounter? What can we learn from his experience?
	TCL	Over the past ten years, marked by the establishment of China Star Optoelectronics Technology and the takeover of Zhonghuan Group, TCL has gradually transformed from a traditional electronic product manufacturer, to a large technology industry group with three major industrial clusters: intelligent terminal, semiconductor display, new energy photovoltaic and semiconductor materials. This case takes a perspective of the industrial value chain to observe TCL's transformation and upgrading. Taking this case as an example, we try to explore the transformation and upgrading path for Chinese manufacturing enterprises.
	Amazon	Amazon provides a broad platform for Chinese companies to go overseas. However, it also binds cross-border producers deeply to its platform. Will this create undue reliance? Should cross-border e-commerce consider other channels other than Amazon?
	Tencent Industrial Internet	For Tencent's business transformation from ToC to ToB, the possible situations of its future development are analyzed by adopting the second curve theory and the business model of "insight into endgame - strategic positioning - path design".
	Tencent Industrial Internet	For the new problems arising from several years' development of Tencent Industrial Internet, the why and how questions are discussed by introducing the resource - process - value model and the theoretical model of disruptive innovation. For example: What organizational form should Tencent take to develop its industrial Internet business? Why?
	Lehe	Lehe is a fast-growing B2B food supply service company. The company is expected to earn a revenue of RMB 6 billion yuan in 2021, making it a leader in the industry. What conditions does Lehe benefit from for its rapid development? What is the function of the three characteristics of its business management, that is, partnership system, digital support, and capitalized operation?
Marketing Management	KFC	Since its entry into China in 1987, KFC has continuously developed its brand image of "Fried Chicken+Fries+ Coke", which is firmly embedded in our hearts. However, from 2013 to 2014, this fast-food brand encountered diminished passion for consuming, rising costs and declining profits. At that time, managers identified two directions: first, to consolidate KFC's 20-year core strengths; and second, to empower the business through digital transformation. This case focuses on how KFC is digitally improving its customer journey.
	NIO	It took only four years for NIO to start mass production and go public. By the end of December 2021, this intelligent electric vehicle company had delivered a cumulative 167,070 units, ranking first among China's new car manufacturers ..... In addition to its rapid growth, NIO has also developed its distinctive values and value perception. As a company dedicated to continuously bringing great experiences to people, whom does NIO seek as core users? How does NIO build and operate its online community, and what kind of value it provides? What are the implications for other companies?
	Freda Mode	As a world-class enterprise in the hyaluronic acid industry, Freda has made the shifts from ToB to ToC, from a raw material provider to an industrial chain, and from individual brands to multi-brands. These extensions and development are concluded as "Freda Mode". This case probes into Freda's best practices in brand building and consumer communication.
	Kuka Home	By cooperating with a huge number of engines, Kuka Home attracts customers into the stores through Tik Tok live streaming, and promotes the adoption of live streaming to its dealer management system across China. This case provides a detailed analysis of this best practice.
	Botanee - Winona	Botanee (SZ: 300957) is known as the first A-share in the sector of dermatological skin care. What are the highlights of the Botanee's Winona brand building, marketing and channel operations? This case is to probe into Botanee's successes and challenges through first-hand interviews.
	Lily & Beauty	Under the operation of Lily & Beauty, skincare and beauty brands, such as Freeplus, René Furterer and Whoo, have achieved amazing performance growth. What marketing methods are worth exploring behind these successful brand operations?
Digital Innovation/ Transformation	Metaverse	What are its concepts and features? What opportunities will the shift from Web 2.0 to Web 3.0 bring to enterprises?
	STEPN	STEPN is one of the most popular Move-to-Earn games right now. How can its Web 3.0 business model and growth experience enlighten our exploration of NFT opportunities?
	Walled Garden	This case resorts to The Trade Desk, an internationally renowned programmatic platform for ads buying, for research on brand communication overseas, focusing on the "open network" digital advertising resources corresponding to "walled gardens" such as Google and Facebook.
	Hexagon	This case presents a panoramic view of Hexagon, a Swedish world-class intelligent manufacturer, and explores the cutting-edge viewpoints in the era of digital transformation and intelligent manufacturing. Meanwhile, it observes its development driven by M&As.
	Huazhu Hotels Group	Huazhu Hotels Group worked with Lark for its digital transformation to have enhanced the "self-driving force" of more than 100,000 employees. This case, by interviewing the CIO of Huazhu Hotels Group, explores the best practices of Huazhu Hotels Group's overall digital transformation.
	JAKA Cobot	Five episodes of short videos (about 3 minutes) are available to introduce JAKA Cobot's strategy, products, supply chain, R&D and development.
	Alibaba vs JD	After nearly 20 years of development, what are the similarities and differences between these two e-commerce models?
Social Innovation	Ji'an Mode	The "Executives in Jinggangshan" program embodies the new idea of "social innovation" advocated by CKGSB for integrating cross-border resources and seeking solutions to major social problems. What are the replicable experiences of "Ji'an Mode"?
	Philanthropy History (serialized articles)	Under the goal of promoting common prosperity, can the third distribution benefit others as well as the donors themselves? Bearing such a goal in mind, we sorted out the history of Chinese philanthropy and wrote these serialized articles, hoping to provide theoretical support and practical guidelines for today's enterprises in their journey to business for good and social innovation.
	Rural Revitalization in Huitong Village	Huitong Village is an ancient place with a century-old history, but for various reasons, it's now dilapidated. Lexuan Shuyuan Company laid eyes on its cultural connotation, thus renovated the ancestral architectures after signing contract with villagers. What is the future of Huitong Village? What are the constraints?
Financial Innovation	MYBank	This case aims to study the innovative practice of MYBank in the supply chain financial model. What is the logic behind? Can this innovation truly solve the century-old problems of difficult and expensive financing for small, medium and micro enterprises?
Family Heritage	M&G Stationery	With the entrepreneurial history of the Chen family of M&G Stationery as the background and information, this case adopts the three-ring model and related theories to analyze and design important issues of family inheritance.
	Liby Group	From the theoretical perspective of family inheritance, this is to develop a teaching case with Liby Group as the subject. The text of the case provides relevant structured background information, and the teaching manual raises several key questions to guide students to analyze and solve problems through theoretical and background information.
New Retail	Fresh Hema	Under the banner of "New Retail Benchmark", Fresh Hema has explored various new models and business activities, but still faces revenue dilemma. After the crazy expansion, how can Hema's new retail model sustain?
Macroeconomics	Western Financial Sanctions On Russia and the Rise of the Yuan	Since the outbreak of the Russia-Ukraine conflict, the developed Western World has imposed a series of sanctions on Russia, the most important of which are economic in nature. Such sanctions reflect the fact that the United States has begun to use the dollar hegemony as a financial weapon. How will this affect the dollar's position in the future? What can China learn from it? What should China look out for if the RMB is to rise in the future?
	Sino-U.S. Trade Friction and U.S. Anti-Inflation	Rising inflation has become a major pain point for the U.S. economy so far this year. As a traditional anti-inflationary tool, monetary tightening, although effective, may hit the job market and raise unemployment. A relatively viable solution is to eliminate tariffs on Chinese goods. Such being the case, why does the U.S. government not adopt this approach? And if it were to pursue this policy, how should it proceed?
	The British Economy Facing with Numerous Difficulties	In late September, the British government announced its ambitious tax cut plan, which quickly provoked a market backlash and a plunge of UK bonds. In order to stabilize the situation, the Bank of England was forced to step in and buy treasury bonds. In the face of the surging political pressure, the Truss government fell. The economic situation was temporarily stabilized. What does this crisis reflect? What are the economic principles behind?
	"Homebuyers are boycotting mortgage payments": subprime mortgage crisis and moral hazard	Recently, many places are reported to have the phenomenon of boycotting mortgage payments, mainly due to the developer's capital chain constraints and incapability of on-time delivery. Despite many differences between the economies of China and the United States, the current Chinese economy shows many similarities with the subprime mortgage crisis in the United States. How should we interpret today's problem, and where is the way out?
	Is China Concepts Stock no longer necessary?	In the recent year, China Concepts Stock plunged again and again, causing heavy losses to investors. A viewpoint in China now holds that since China is no longer weak, China Concepts Stock is no longer needed, and China could be unhooked from the overseas capital markets. This viewpoint is paradoxical and fundamentally wrong.
	Tsingshan Group's derivatives crisis	In March 2022, the price of nickel on the London Metal Exchange suddenly soared, tripping up "big short" Tsingshan Group with huge floating losses. Why does an industrial company hold so many futures contracts? Is it a hedge or speculation? How should we interpret this?
	Russia-Ukraine conflict and Chinese interests	The Russia-Ukraine conflict is an armed conflict between the two countries, but behind Ukraine is NATO, which means that many countries have been involved in this conflict, posing a considerable threat to globalization.
"China's Business Conditions Index" Report	Monthly BCI survey and report	An index report that reflects the operations of private enterprises