

## “中国工商管理国际案例库” 案例评审标准

### ChinaCases.Org Case Evaluation Criteria

#### 案例正文评审标准: Evaluation Criteria for the Case Body

维度	中文表述	EN
重要性 Importance	<ul style="list-style-type: none"> <li>- 适用于中国工商管理教育。</li> <li>- 描述了企业所面临的典型挑战、发展困境、关键决策、热点问题或其他值得关注的重要议题（统称“讨论焦点”），需要学员利用所学分析方法、工具、概念、框架或理论等进行分析与讨论。</li> </ul>	<ul style="list-style-type: none"> <li>- Relevant to business education in China.</li> <li>- Clear and specific business challenges or dilemma, critical decisions, current issues or any other important topics, that require students to analyze and discuss using analytical methods or tools, concepts, frameworks, or theories.</li> </ul>
复杂与争议性 Complexity and Controversy	<ul style="list-style-type: none"> <li>- 讨论焦点具有复杂性，而不只是对问题表象的简单描述。</li> <li>- 讨论焦点具有争议性，为学员展开讨论留出足够思考空间，促使学员从不同的视角做出综合判断。</li> </ul>	<ul style="list-style-type: none"> <li>- Sufficient complexity in the case issues that go beyond the surface of the problems facing the manager(s).</li> <li>- Emphasis on compelling students to analyze and make decisions through class discussions and debates.</li> </ul>
信息严谨充分 Information Support	<ul style="list-style-type: none"> <li>- 提供讨论案例问题所必需的、以事实为基础、有可靠来源引用的信息。</li> <li>- 信息充分但不冗余，具有适当的张力但不过于模糊。</li> </ul>	<ul style="list-style-type: none"> <li>- Sufficient and reliable information for the intended discussion of the case issues.</li> <li>- Healthy tension, i.e., enough but not overwhelming ambiguity to prompt students to think and analyze.</li> </ul>
写作规范 Writing and Exposition	<ul style="list-style-type: none"> <li>- 结构合理，逻辑清晰，语言简练，可读性强，长度符合体例规范——原则上中文案例字数不超过 10,000 字，案例正文长度不超过 12 页（含附录）；英文案例字数不超过 6,000 单词，案例正文长度不超过 15 页（含附录）。</li> <li>- 保持客观与中立，避免主观描述、解释或肯定主人公的心理活动或企业决策过程、以引导学员得出所谓“正确”答案。</li> </ul>	<ul style="list-style-type: none"> <li>- Concise and logical writing with a case body of up to 15 pages, including tables, figures, and graphs (up to 12 pages if written in Chinese).</li> <li>- Objective and neutral language that engages students' thinking and avoids any unfounded positive portrayal of the protagonist's mental state or decision-making process to lead students to "correct" answers.</li> </ul>

## 教学笔记评审标准: Evaluation Criteria for Teaching Notes

维度	中文表述	EN
教学目标及问题设计 Teaching Objectives and Assignment Questions	<ul style="list-style-type: none"> <li>- 针对所适用的课程、目标学员设定了明确而恰当的教学目标。</li> <li>- 围绕教学目标, 提出具有针对性的、有逻辑的讨论问题。</li> </ul>	<ul style="list-style-type: none"> <li>- Clear and specific learning objectives that are important for the applicable courses and target students.</li> <li>- Logical assignment questions that match the teaching objectives.</li> </ul>
教学计划 Teaching Plan	<ul style="list-style-type: none"> <li>- 建议的教学计划清晰、切实可行, 对需要讨论的问题或主题进行了合理的时间安排。</li> <li>- 若附上板书计划则更佳。</li> </ul>	<ul style="list-style-type: none"> <li>- A clear and feasible teaching plan with an estimated time for identified topics and themes.</li> <li>- A well-designed board plan if applicable.</li> </ul>
问题分析 Analysis of Assignment Questions	<ul style="list-style-type: none"> <li>- 运用合适的分析方法、工具、概念、框架或理论对讨论和决策问题进行分析。</li> <li>- 通过对案例企业的分析, 引导学员通过归纳讨论的过程发现超出案例公司的、具备一定普遍意义的思维框架、洞察与启示。</li> <li>- 尽量展示案例课堂讨论的流程, 以助案例教学者管理、引导、响应课堂讨论, 从而激发学员参与案例讨论并达成教学目标。</li> </ul>	<ul style="list-style-type: none"> <li>- A detailed analysis of each question with the use of analytical methods or tools, concepts, frameworks, and theories.</li> <li>- Guidance on how students arrive at generalizable frameworks, insights, and implications through case discussion.</li> <li>- Information on how discussion might unfold, and how an instructor should respond and manage the discussion flow, if applicable.</li> </ul>
写作与信息支持 Information Support and Writing	<ul style="list-style-type: none"> <li>- 架构合理, 逻辑清晰, 表述准确, 叙述的可读性强。</li> <li>- 如有可能, 尽量提供有价值的总结。</li> <li>- 案例如有后续发展情况, 需要尽量提供相关信息。</li> <li>- 如有可能, 为目标学员和案例教学者提供所需的其他必要的支持材料 (如视频资料、PPT 或阅读文献等)。</li> </ul>	<ul style="list-style-type: none"> <li>- Concise, logical and easy-to-follow writing.</li> <li>- A summary of takeaways if applicable.</li> <li>- Detailed information on follow-up developments if applicable.</li> <li>- Necessary supporting materials, if possible, that help others adopt the case, including videos, PPTs, or references.</li> </ul>

## 特别提示

- 鼓励案例聚焦真实商业环境中亟待解决的前沿管理问题，尤其是在案例教学领域尚未被广泛关注或充分讨论的、可能会对未来行业的运作方式或市场格局产生深远影响的前瞻性、引领性的管理问题（如产业融合与科技创新发展趋势下的新业态、新模式、新消费等创新实践）。
- 鼓励在案例讨论分析中适当引入新视角，使用经过验证或通过实践经验总结的新的方法论，有助于补充和扩展某些学科领域的知识体系或者有助于跨学科知识的整合。
- 鼓励丰富的案例呈现形式。结合教学目标，采用新颖的案例教学方法或教辅手段，有助于满足新时代多样化的学习需求、提高学员体验和教学效果（如视频案例、模拟案例等）。

## Special Notes

- We welcome cases focusing on cutting-edge or emerging management issues in real business environments. These include those areas that have not received much attention or been widely discussed in the field of case studies but could have a profound impact on the industry or the market landscape in the near future (e.g., new business models, new patterns, new consumption, and other innovative practices under the development of industrial integration and technological innovation).
- New perspectives are appropriately introduced during case analysis, using new methodologies validated or extracted through practical experiences, which help to complement and expand the knowledge system in specific subject areas or contribute to integrating interdisciplinary knowledge.
- We encourage cases to be presented in various forms to help meet diverse learning needs in the new era (e.g., video cases, simulations). Novel case study teaching methods or teaching aids can be adopted in line with the learning objectives, improving participants' learning experiences and teaching effectiveness.