

# ICM Enterprise Case Study Contest

## Case Writing Guidelines

### I. Content of the Case Study Report

The Report shall consist of two parts: the Case Study Report and the Enterprise Feedback Report.

### II. Writing Guidelines for the Case Study Report

#### 1. Content

Through the reformation of intellectual capital, operation reformation cases of enterprises, such as the reformation of commerce or business models. The following case contents may be referred to:

- Case of reforming commerce models by enterprises relying on their long-accumulated experience and advantages;
- Case of developing new business targeted at changes of the market by enterprises by making full use of the existing production or business conditions;
- Case of determining the future development direction by enterprises by understanding and exploring the potential of their intellectual capital.

In addition, cases of visible changes in financial results of enterprises after invisible intellectual capital management is strengthened can also be studied. Why is intellectual capital eventually related to financial results? The study may analyze the causal relationship between these factors. The following cases may also be referred to:

- Cases of increasing orders due to the strengthening of proposal ability;
- Improvement of production efficiency due to reduction of cost and improvement in operational efficiency;
- Acceleration of the enterprise's operational decision-making speed due to the ability to quickly provide production and operation information;
- Creation of businesses associated with the original business due to the development of new business.

In the analysis of the future development of enterprises, beyond analyzing the status quo of the enterprise and how to improve the situation, contestants are also expected to propose constructive suggestions on how to open up new businesses in the future.

#### 2. References

Before writing the Report, please be familiar with the following references. Please only proceed with the enterprise case study and analysis after you have understood the concept of intellectual capital.

Reference 1	Book: <i>Intellectual Capital Management</i>
Reference File A	The Fundamentals of Intellectual Capital Management I (English)
Reference File B	The Fundamentals of Intellectual Capital Management II (Chinese): Application on enterprise evaluation
Reference File C	The Fundamentals of Intellectual Capital Management III (English): Enterprise analysis case
Reference File D	The Fundamentals of Intellectual Capital Management IV (Chinese): Lecture on enterprise analysis

### 3. Important Notes

- ① *Format 2 Summary of the Case Study* must be attached.
- ② The contents in *Data 2\_ Submission Specification on Case Study Report* shall be referred to when writing up the Case Study Report.
- ③ When writing the reports, the contestants are free from other limitations. The Guidelines only serve as a reference for writing instead of regulating the content of the reports.

### 4. Submission Format

- ① Please submit the report in English, A4 paper (portrait) in MS Word format; it must be more than 5 pages.
- ② The content layout format can be freely determined by each participating team.

### 5. Structure of the Case Study Report

The following is the structure of a report. You do not need to write your report strictly following the structure shown here, but this can serve as a reference:

Constituent elements (examples)	Contents (examples)
1. Company profile	<ul style="list-style-type: none"> <li>• Operation philosophy and business content</li> <li>Products, services and target customers</li> <li>• Management team and shareholder constitution</li> <li>Whether the work experience of the management team is professional</li> <li>• History</li> <li>So far, how did the company overcome difficulties, if any</li> </ul>
2. Industry environment	<ul style="list-style-type: none"> <li>• Market and competition</li> <li>Market scale, growth, customer or consumer status</li> <li>Competition status, the company's positioning in the market</li> <li>• Business models and characteristics</li> </ul>

	<p>By region and product field</p> <p>Changes in main operating indicators (sales, profits, sales constitute, etc.).</p>
3. Analysis of intellectual capital	<ul style="list-style-type: none"> <li>• Analysis of business model <ul style="list-style-type: none"> <li>Business philosophy and strategic direction, career risk</li> <li>The status of branch offices/stores, M&amp;A, and organization and management</li> </ul> </li> <li>• Analysis of relationship capital (customer capital, brand capability and network force)</li> <li>• Analysis of organizational capital (business processes, intellectual property and management infrastructure) <ul style="list-style-type: none"> <li>The status of research and development, and investment in equipment</li> </ul> </li> <li>• Analysis of human capital <ul style="list-style-type: none"> <li>Personnel training and capacity development, talents movement</li> <li>Corporate cultural</li> </ul> </li> <li>• Comprehensive analysis - value creation process</li> </ul> <p>KSF (Key Success Factor) to out beat competitors</p>
4. Operation strategy: analyses of resolved cases	<ul style="list-style-type: none"> <li>· Business difficulties <ul style="list-style-type: none"> <li>Facing what kind of business difficulties and whether they are associated with business strategy</li> </ul> </li> <li>· Direction of case solution <ul style="list-style-type: none"> <li>Whether related strategy has been promoted and what it is</li> <li>The main successful reason behind the realization of the strategic objectives</li> </ul> </li> <li>• Implemented program of activities and milestone events <ul style="list-style-type: none"> <li>Under what scheme and what kind of action is promoted</li> <li>In order to promote the smooth implementation of the plan, what efforts were conducted by the company</li> </ul> </li> <li>• Strategic direction of the next stage</li> </ul>
5. Future prospects for the studied enterprise	<p>The vision and blueprint for the next phase</p> <p>The intellectual capital needing further strengthening</p> <p>Take KPI as the target</p> <p>Recommendations of the study team</p>
6. Conclusion	<p>Experience and understanding that the participating team has gained through analysis and study</p>

### III. Writing Guidelines for the Enterprise Feedback Report

#### 1. Contents

After the completion of the Case Study Report, the participants should provide and deliver appropriate analysis and recommendations to the enterprise according to the conclusions, together

with the Case Study Report. Through return visit(s), the participants should acquire feedback information and evaluation from the enterprise on the Case Study Report as well as the analyses and recommendations offered. This information should be compiled to produce the Enterprise Feedback Report. The Report should include:

- ① Which part of this study is satisfactory to the enterprise?
- ② Which conclusions of the study are right according to the enterprise?
- ③ Which conclusions of the study deviate from the actual situation of the enterprise?
- ④ Do the analyses and recommendations have reference value for the enterprise?
- ⑤ Will the analyses and recommendations be applied to practical business operations of the enterprise?

## 2. Important Notes

- ① The contents in *Data 2\_ Submission Specification on Case Study Report* shall be referred to when writing up the Report.
- ② When writing the reports, the contestants are free from other limitations. The Guidelines only serve as a reference for writing instead of regulating the content of the reports.

## 3. Submission Format

- ① Please submit the report in English, A4 paper (portrait) in MS Word format; it must be more than 1 page.
- ② The content layout format can be freely determined by each participating team.

## 4. Structure of the Enterprise Feedback Report (example)

The following is the structure of a report. You do not need to write your report strictly following the structure shown here, but this can however serve as a reference:

Constituent elements (examples)	Contents (examples)
1. Summary of feedback	<ul style="list-style-type: none"> <li>• Interview date, time and place</li> <li>• Interviewee(s)</li> </ul>
2. Proposals for enterprises to achieve business growth	<ul style="list-style-type: none"> <li>• Understanding of the current status of the enterprise How to view and analyze the business activities and the current status of enterprises               <ul style="list-style-type: none"> <li>• What is the most important issue?</li> <li>• To address important issues, what actions should be taken?</li> <li>• Any specific implementation plan?</li> </ul> </li> </ul>
3. Views and ideas of the enterprise	<ul style="list-style-type: none"> <li>• Which part of this study is satisfactory to the enterprise?</li> <li>• Which conclusions of the study are right according to the enterprise?</li> </ul>

	<ul style="list-style-type: none"><li>•Which conclusions of the study deviate from the actual situation of the enterprise?</li><li>•Do the analyses and recommendations have reference value for the enterprise?</li><li>•Will the analyses and recommendations be applied to practical business operations of the enterprise?</li></ul>
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