

Tsinghua MBA Integrative Practical Projects



What is Integrative Practical Projects (IPP)

Established in 2008, IPP is a management consulting program carried out by Tsinghua MBA collaborating with companies. It provides professional consulting service to companies and good opportunities of practice to MBA students in the meantime. Under mentorship of a professor at Tsinghua SEM, IPP team is expected to study a topic, analyze problems and provide effective consulting proposals.

As of September 2020, we have successfully implemented 371 projects with nearly 240 project companies. 1424 Tsinghua GMBA students (including international students) have actively participated in the projects with the pattern of team work.

IPP Focus

Including but not limited to Business Plan & Design, Strategy, Marketing and Sales, Organizational Behavior & Human Resources, Finance and Accounting, and Management Innovation in the Information Era, etc.

IPP Working Timeline (2020-2021)

Project Recruitment: Oct. - Dec. 2020

Project Release and Students Applying in Team: Dec. 2020

Establishing Connections and IPP Kickoff Meeting: Dec. 2020 - Jan. 2021

Project Implementation: Jan. - Early Jun. 2021

IPP Final Presentation: Jun. 2021

*** 3-4 students per team; each student commits a minimum of 160 hours to one project.**

Support from the Company

Project Recruitment:

- * To provide a project, the subject of which is expected to be specific and focused.
- * To designate a project coordinator who will keep contact with MBA Office throughout the project, to define project objective and scope.

Project Kickoff:

- * Tsinghua MBA IPP Team will build up the connections with company and host kickoff meeting, in which the company, student team and IPP mentor work together to confirm project objective and scope, lead time, working mechanism and deliverables, etc. <IPP Proposal> , a three parties agreement should be signed. NDA could be signed as well if necessary.

Project Implementation:

- * The project coordinator of the company should maintain continuous contact with student team and IPP mentor in the whole process, and attend IPP meetings to keep being posted.
- * The project coordinator of the company should help coordinating resources and providing files & relevant data of the company for research purposes when needed.

IPP Final Presentation:

- * Student team offers IPP consulting report to company, or host IPP final presentation at company.
- * The company provides the project feedback to MBA office after project closed.

Expenses

As a non-commercial consulting project, out-of-pocket expenses associated with the project, including travel, transportation, accommodation, meals, etc. should be borne by the company.

How to Apply

Please complete <IPP Application Form> and email it to mba_ipp@sem.tsinghua.edu.cn

Should you have any questions, please contact April Zhao Ye:

Phone: 86-10-62794521

Email: mba_ipp@sem.tsinghua.edu.cn

Office: Shunde119, SEM, Tsinghua University.

Others

- * Sponsoring company should maintain the stability of IPP project. Once the project is approved and released to students, the company should not make big change to the objective and scope of the project.
- * Once the project is kicked off, except for force majeure, the company could not cancel or suspend it.
- * Any news or article regarding IPP should be approved by Tsinghua MBA Programs before being published by the company.

Appendix 1: IPP Case Reference

| Organization | Projects |
|---------------------------------------|---|
| BT Group | BT-Exploiting an Emerging Web Phenomenon |
| | BT-Manage Service Centers of Diverse Cultures |
| Air New Zealand | Online Marketing Strategy Review & Proposal |
| Hay Group | Competitor analysis/comparison and Market Development Plan |
| John Deere (China) Investment | Annual Dealer Business Plan (ADBP) |
| Toyota Motor (China) Investment | Young people (future luxury car customers)'s media consumption habits research |
| Contact Singapore | Impact Investing in Singapore: Generating Financial and Environmental Returns through Impact Investing in Chinese 2nd & 3rd Tier Cities |
| MGC Overseas | Solutions for performance management system |
| Suzhou SLAC | Globalization Strategy into the new market |
| On Demand World | Finding The Next Mobile Killer App |
| POSCO | Marketing management consulting in China |
| BGC Partners | Developing the CDS business in China |
| Hitachi Construction and Machinery | Business Strategy For a new Era |
| SHANGHAI DESCENTE COMMERCIAL CO.,LTD. | Expanding DESCENTE business in China |
| J.P. Morgan | Identification and Analysis of China's Rising New Technology Ventures |
| JD Digits | Study on Value Chain of Acquiring Business in Thai Market and Suggestion for Market Entry |

Appendix 2: IPP Application Form (Format)

| Sponsor Information | | | |
|---|---|-----------------------|--|
| Name | | | |
| Website | | | |
| Address | | | |
| Stage of Development | () Startup () Expansion () Established | | |
| How Many Employees | | Time of Establishment | |
| Industry | | Type of Ownership | |
| Company Profile | | | |
| Sponsor Contact | | | |
| Name | | | |
| Title | | | |
| Mobile Phone | | Telephone | |
| Email | | | |
| Project Information | | | |
| Project Title | | | |
| Project Description | | | |
| Expected Outcome | | | |
| Expected start time | | Expected close time | |
| Project Location | | | |
| Project Funding | | | |
| Do you agree to pay the out-of-pocket expenses of the project (transportation, communication, catering, travel expenses, etc.)? | | | |
| Additional Information | | | |

Appendix 3: IPP Proposal (Format)

| Project Information | | | |
|---|--|--------------------|-------|
| Company | | | |
| Industry | | | |
| Project ID | | | |
| Project Title | | | |
| Project Focus | | | |
| Project Location | | | |
| Project funding | | | |
| Key project activities | (Surveys, interviews, questionnaires, observation, etc.) | | |
| Project Team | | | |
| | NAME | Telephone/Mobile | EMAIL |
| Project Objectives | | | |
| Briefly state the key question, challenge and objective(s) of the project in 500 words or less. | | | |
| Project Milestones & Timeline | | | |
| Begin | | End | |
| Interim Presentation | | Final Presentation | |
| Milestones | Activities and Deliverables | | |
| Signature | | | |
| | Signature | | Date |

Mentor's Comments

 I agree to mentor this project.

Signature:

Date: