

4th MBA Programs Excellence Case International Workshop

On August 28–30, 2026, [Ivey Publishing](#), in collaboration with the [China Business Case Center, School of Economics and Management, Tsinghua University](#) (“CBCC” or “the Center”), will provide support for the “4th MBA Programs Excellence Case International Workshop” (the “Workshop”), which is hosted by the China National MBA Education Supervisory Committee and the Working Committee for MBA Professional Degrees of the China Academic Degrees and Graduate Education Society. Through the Workshop, participating faculty members will systematically engage with advanced case development methodologies, transform the rich practices of Chinese enterprises into high-quality teaching cases, and further enrich global business classrooms with Chinese perspectives.

The Workshop is designed based on the Center’s years of case development expertise, case teaching experience sharing from faculty of renowned universities, and Ivey Publishing’s case methodology. It aims to help faculty from higher education institutions across China strengthen their case writing capabilities, align Chinese management cases with international case publication standards, and contribute more high-quality teaching resources rooted in the Chinese context to management education worldwide.

To date, CBCC has developed a case library of more than 2,000 teaching cases on Chinese enterprises, with over 150 new cases added each year. These cases cover all major disciplines of business administration. Since 2009, CBCC has established strategic partnerships with Ivey Publishing, Harvard Business Impact, The Case Centre, and SAGE, and has published more than 130 teaching cases and innovative videos globally. The Workshop represents another important initiative built on this long-term collaboration between the Center and Ivey Publishing. It is designed to introduce internationally recognized case writing methodologies into faculty development and training systems in China.

Ivey Publishing has long been committed to developing case resources that reflect the diverse ways business is taught and practiced around the world. This Workshop with CBCC marks a meaningful extension of Ivey Publishing’s dedication to advancing global case teaching. It aims to expand the co-creation and sharing of high-quality teaching resources, amplify more diverse global voices, and help Chinese faculty members gain a deeper understanding of international case writing standards. By doing so, the Workshop will support the development of more high-quality cases that combine local insights with global relevance, further strengthening the presence of Chinese perspectives in global classrooms.

The China Business Case Center of Tsinghua University's School of Economics and Management places great emphasis on systematically enhancing faculty capabilities in case development. In 2026, CBCC continues to deepen its role as a content partner with leading global case platforms. Grounded in the rich realities of Chinese business practice, CBCC is committed to advancing case teaching systems through international standards and professional expertise. Through this collaboration with Ivey Publishing, CBCC seeks to build a bridge between Chinese business practice and global case teaching standards, contributing Chinese wisdom to the innovative development of management education worldwide.

For detailed information on the workshop schedule, registration, and other details, please visit the links below:

[Workshop Announcement: The 4th MBA Programs Excellence Case International Workshop](#)

[Registration Details: 4th MBA Programs Excellence Case International Workshop](#)