**交大安泰——毅伟合作案例开发计划书**

**SJTU-Ivey Case Writing Proposal**

|  |  |
| --- | --- |
| **姓名/Name** |  |
| **研究领域/Research Area** |  |
| **联系方式（邮箱/手机）/Contact Information** |  |
| **案例企业简介/Brief Introduction of the Company (300-500 words)** |  |
| **案例焦点事件或管理实践介绍/Case Issues (100-400 words)** |  |
| **案例的应用范围（适用课程）/Possible Courses (1-3 courses’ names)** |  |
| **案例涉及领域（如会计、财务、市场营销等）/Possible Subjects** |  |
| **案例涉及理论及知识点/Possible Theories or Knowledge** |  |
| **案例框架/Framework of the Case** |  |
| **案例撰写初步计划/Preliminary Case Plan** |  |
| **备注/Others** |  |