



Career Access for Student Excellence

CASE Vision

While Chinese university students and graduates are concerned about not able to find a job, at the same time, the biggest challenge for both domestic and multinational companies organizational growth here in China is recruiting and retaining young talents. At CASE, we believe that every student has a unique potential that no one else have. We help the students to identify that strength, through which, CASE bridges the gap between student employees and employers both domestically and internationally.

Based on CASE mentors' decades local and global experiences in human capital development, we will enhance the overall quality of these future professional for China's workforce. CASE core values are based on business integrity, morale values, modern corporate concepts and professional soft skills.

In order to make up the inadequacy of the current education in China, CASE is established to promote and implement a series of programmed activities that are professionally designed and organized based on actual business practices plus social activities for students through critically important process of "learning by doing in teamwork".

CASE Mission

Created by a group of successful business firms and NGOs, CASE is an independent, non-partisan and non-profit project in China that encourages, facilitates and guides university students to become qualified professionals through learning by doing in teamwork. We value **Competition, Achievement, Service, and Enjoyment.**

CASE Purpose

CASE is a new innovative social mechanism for young generation to realize their dreams. CASE fosters successful student CASEs that will become critical part of solutions for their own successful career and satisfied life. CASE is also a stage for companies to contribute to its social responsibility.



Through our mechanism, formation, process and outcome, CASE groups businesses, NGOs and governments together to bring out the positive changes on Person CASEs or Team CASEs. These successful CASEs will leave strong impact on organization, community and society as a whole in China.

CASE helps college students and young people learn to

- Become important part of solution for self-actualization
- Obtain necessary soft skills such as communication, strategic thinking, critical thinking, leadership, etc.
- Be a successful CASE for family, organization, community and society

CASE Systemic Program Process

- 1) Campus Promotion by CASE Campus Team
- 2) Application and Registration for individual student or a student organizations
- 3) Forming Student Team Case (each has between 3 and 5 persons)
- 4) Orientation & Training Workshops
- 5) “Operation Mentor” assigned to each CASE group
- 6) Operation begins for at least one school year (or two semesters)
- 7) Participating in year-round Weekend’s CASE Activities and Programs
- 8) CASE Annual Meeting (including CASE Competition & Seminar Events)
- 9) CASE Referral (recommending CASE participants for an internship, for a job, or for an incubator to start-up company or NPO)

CASE Featured Programs & Activities

1. CASE Mentorship

- A. Person CASE** (basically targets on the leaders of student Team CASE)
– the practice of individual career development and job-finding or start-up business with guidance given by an assigned operation mentor for at least one semester.
- B. Team CASE** – the practice of running a “CASE Company” or “CASE NPO” with guidance by professional advisor(s) for at least one year.

2. CASE Employability/Innovation Enhancement Series

A. CASE Training



- “Dependable Strengths Articulation Process” (DSAP-Certification) – helping participants to identify his/her own motivated skills and to learn how to develop oneself by fully playing his/her potentials
- “CBP Business Soft Skills Training Series” (International Certification) – a specially designed training program with an international standard for participants to perform well in the essential business functions. It is including Effective Business Communication, Innovative Thinking & Action, Leadership in You, Customer Service in Today’s Market, Project Management and so on

B. CASE Workshops

- “Job Magnet ” – Learn how to become a magnet to attract appropriate job based on your personal strengths and career networking
- “Your Strengths & Your Resume & Interview” – Learn how to prepare your resume and interview that shows what you can contribute to your target employer
- “How to Research the Market” – Learn how to identify market needs and get it related to your pending business.
- “Business Idea Challenge” – Learn how to create your submission and presentation of your business idea challenge

C. CASE Weekend Activities (all year round)

All kinds of forums and panel discussions on market information, career planning/development, job-finding, and becoming an entrepreneur, etc.

D. CASE employment Week (Once every year) – A huge event for student job-finding and also for organization recruitment on many campuses at the same time within that week

E. CASE Competition (We Are the Successful CASE) – This is also the CASE annual meeting to let the Student CASEs come on the stage to show how they become successful CASEs including their thoughts, practice and outcomes as an individual person, as well as a team.

F. CASE International Symposium (Once every two years) – focusing on personal quality for career development

CASE Founding & Supporting Organizations

1) Business



- CONFIDENCE Consulting & Coaching (CFDS)
- 51intern.com
- Venture Park of College Students (USVP)
- International Business Training Association (IBTA)
- INNOBOLT

2) NGOs

- U.S. Center for Dependable Strengths – China (CCDS)
- Warm Project Foundation of Shanghai China Vocational Education Association
- Spirit of Enterprise (SOE)
- SAVE Children UK - China Program

3) Government

- Shanghai Administration Bureau for Social Organizations
- Center(s) for Students Employment Service (in 7 universities so far)
- Shanghai Administration Bureau for Human Resource and Social Security

Appendix: “**CASE** Steering Committee”

Appendix:

CASE Steering Committee Members (Pending DRAFT)

Yaping Li (Coordinator) **Founder / President,**
CONFIDENCE Consulting;
DS Master Trainer; CBP Master Executive;
SMI Success Motivation Master

Warren Ching, **Founder / CEO**
51intern.com

Jihua Xie, **General Manager,**
Shanghai Entrepreneur Incubator Base
Innovation Center of Furan Science Park

(Alphabetic order)

Beecher Ashley-Brown, **General Manager of East China,**
Hewitt Associates
Consulting (Shanghai) Co., Ltd;
Former Chair, Human Resource Committee of
America Chamber of Commerce in Shanghai;
Human Resource Expert

David Burchett, **Vice President,**
American Chamber of Commerce Shanghai

Ms. Debbie Delaney, **Principle Consultant,**
China Bridge
Chair, Education & Training Committee
American Chamber of Commerce in Shanghai
Certified Innovation Trainer

Ms. Dongmei Zhang, **Deputy General Manager,**
Shanghai Zhongjia MRO Co., Ltd.
Expert HR and People Momentum Management

Jiongjun Xin, **Vice President,**
College of International Economic and Trade of
Shanghai International Study University

Rudy Swine, **General Manager,**



Competence @ Co., Ltd.

Russell Miler,

Founding President,
Spirit of Enterprise (SOE); Investor

Zhongze Hu,

Executive Vice President,
Shanghai Warmth Project Foundation
Chinese Vocational Education;
Member of Shanghai CPPCC