



2014

“YonyouSeentao Cup”

Asia-Pacific ERP Sand Table Simulation Contest

CONTEST MANUAL



*Learning by Practice, Practice by Doing.
Build a panoramic business vision!*

2014 | “YonyouSeentao Cup” Asia-Pacific ERP Sand Table Simulation Contest

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Guiding Committee: National MBA Education Supervisory Committee

Organizer: Shanghai University of Finance and Economics

Co-organizer: College of Business,
Shanghai University of Finance and Economics

Co-organizer: Yonyou Software Co., Ltd.



全国MBA教育指导委员会
CHINA NATIONAL MBA EDUCATION
SUPERVISORY COMMITTEE



Introduction

We now accept the fact that learning is a lifelong process of keeping abreast of change. And the most pressing task is to teach people how to learn.

Peter F. Drucker

On September 16, 2012, the first round of Sand Table Simulation Contest was held at the Financial Lab, in SUFE's North Zhongshan No. 1 Road campus, which attracted 38 teams composed by 190 MBA students to participate in. The contest has attracted extensive attention and the success of it has been recognized by the society.

2014 "Yonyou Seentao Cup" Asia-Pacific ERP Sand Table Simulation Contest will be launched in January, 2014, with guidance from the National MBA Education Supervisory Committee. Hosted by Shanghai University of Finance and Economics (SUFE), the event will be organized by the College of Business (COB), SUFE and co-organized and technically supported by Yonyou Software Co., Ltd. (Yonyou) and Yonyou Seentao Technology Co., Ltd. We will further expand the contest scale and welcome all the registered MBA students at school in China (including Hong Kong, Macau and Taiwan) and other Asian countries and regions to participate.

See your business in a new way

Realize the future of your business today

As a MBA student, if your company pins its hope on you to make it stand out in a fast evolving business environment and make the biggest profits with the least input, then you can pin your hope on ERP Sand Table Simulation Contest to help you achieve such goals.

Through the Contest, you will be endowed with energy and the most advanced tools to improve efficiency, accelerate growth and imagine future success. It is time to realize your dream of success through teamwork, mind competition, operating practice and creativity in simulation contest.

* ERP = Enterprise Resource Planning

Introduction to Organizers

Guiding Committee • National MBA Education Supervisory Committee

Under the leadership and supervision of Academic Degrees Committee of the State Council and Ministry of Education, National MBA Education Supervisory Committee (NMESC) is a guiding and consulting organization for MBA education. The aim of NMESC is to direct and coordinate the activities of MBA education nationwide, to push the development of China's MBA education, to strengthen the ties with business communities and communication and cooperation with international organizations and to constantly improve the level of China's MBA education.

National MBA Education Supervisory Committee was founded on October 26th, 1994. With four-year as each employment period, the members of the committee comprise experts on management education and entrepreneurs hired by Academic Degrees Committee of State Council and the Ministry of Education. A plenary meeting is convened each year to sum up and arrange the work of the committee. If needed, committee could convene working meeting after coordination.

The responsibilities of the Supervisory Committee are:

1. to assist national education authorities, make development plan for MBA education and provide suggestions and consultation to education authorities;
2. to provide suggestions and consultation on teaching activities of MBA cultivating units;
3. to promote and coordinate faculty training of MBA cultivating units;
4. to make and amend the referential cultivating plan for MBA and the guiding syllabus;
5. to evaluate and recommend good MBA teaching materials;
6. to coordinate and promote the building of case base and be in charge of the building plan and the guidance of national case center;
7. to make and amend the evaluation standard, process and method of MBA academic degree with the entrust of national education authorities;
8. to take part in the evaluation of MBA education in institutions of higher learning nationwide with the entrust of national education authorities;
9. to promote MBA education relevant researches and scientific studies;
10. to promote the connection and cooperation between MBA education circle and business communities;
11. to promote international communication and cooperation on MBA education;
12. to promote work relating to MBA education.

Organizer • Shanghai University of Finance and Economics

With a history of 96 years, Shanghai University of Finance and Economics is now a national “211 Project” key university which is directly under the administration of the Ministry of Education and has stepped into the program of state building high-level universities.

SUFE’s history can be traced back to the fall of 1917 when a commerce program was established at the Nanjing Higher Normal School. YANG Xingfo, the well-known social activist and patriotic democratic personage, was the program director. In 1921, when Nanjing Higher Normal School was expanded into National Southeastern University and to serve the needs of developing business talents, the program was transferred east to Shanghai and became the Shanghai College of Commerce. This university was the first commerce university on the mainland. Guo Bingwen, a famous educator, was the first Chancellor. Ma Yinchu, a renowned economist, became the first Director of Academic Affairs. After several changes, the school became independent of Central University in 1932 and was then called the National Shanghai Institute of Commerce as the only national undergraduate business school.

In August of 1950, the college was again renamed, becoming the Shanghai Institute of Finance and Economics. Sun Yefang and Yao Nai, the famous economists, were the dean and the deputy dean respectively. In 1980, the college was affiliated with the Ministry of Finance. In 1985, it adopted its present name, the Shanghai University of Finance and Economics. In 2000, the university was put under the administration of the Ministry of Education.

Focusing on the target to push the internationalization of higher education, SUFE conducts multi-level and wide-ranging communication and cooperation with schools and institutes all over the world, and strives to develop international talents with international view, while being familiar with international rules to participate international affairs and competition. SUFE maintains good cooperative relations with international organizations such as Economic Development Institute of World Bank, International Monetary Fund (IMF), United Nations Development Program, United Nations Conference on Trade and Development and UN-HABITAT, and signs cooperative contracts with 63 universities in 23 countries and regions, which includes, Haas Business School of UC Berkeley, Judge Business School of the University of Cambridge, University College London, Hitotsubashi University, Waseda University and Queen's University. The 23 countries and regions include the United States, the United Kingdom, Canada, Australia, France, Germany and Japan. SUFE has unfolded exchanges with these schools in various fields including Sino-foreign cooperative education, teaching and scientific research, teacher exchanges, PHD cultivating, student exchanges, overseas learning and internship.

After 96 years of efforts while bearing in mind its motto “Revere virtue and broaden the knowledge, lead with expertise to serve the society”, SUFE has forged ahead and cultivated tens of thousands of experts in financial management and other related fields for China’s economic and social development. Now, SUFE is speeding up to build a multidisciplinary research university with the features of modern, internationalization and informatization.

Co-organizer • College of Business, Shanghai University of Finance and Economics

According to the university’s development orientation of “being a multi-disciplinary research university with distinguishing financial features”, the overall goal of “building a first-class socialist university under the modernized, internationalized and informationized development framework”, the open-door concept, and the international business education trends, SUFE resumed college of business in early 2011 to integrate the disciplines’ strength and advantages, build the flagship project of business education, improve the business education’s content and quality, and commit to high-level and innovative business leaders’ cultivation for China and the world. We believe, in the near future, College of Business, Shanghai University of Finance and Economics will be a remarkable force to contribute for China’s growth and integration into the world economy.

Co-organizer • Yongyou Software Co., Ltd.

Founded in 1988, Yongyou Software Co., Ltd. (hereinafter referred to as “Yongyou”) is Asia Pacific's largest local management software and China's leading enterprise cloud service provider. Yongyou is also China's largest software provider for financial, automotive, tobacco and other industries, as well as for business analysis, internal audit, small and micro business management; at the same time, it is under the rapid development in the refined sectors such as financial services, health care and management consulting, training, education and IT professional service. There are 1.8 million companies and organizations in China and the Asia Pacific region through the use of Yongyou software and enterprise cloud services having achieved fine management and agile operation. Among them, more than 60% of China's top 500 enterprises have been successfully running Yongyou software.

Yongyou has been assessed for the national “planning key software enterprise”. “Yongyou ERP management software” is “China Famous Brand”, and “Yongyou” is well-known trademark in China. The company has a first-class of qualifications system integration, and ranks top 100 of the China’s Green Company. The company is listed on the Shanghai Stock Exchange A shares (stock code: Yongyou software; stock code: 600588).

Yongyou's mission is to promote business and social progress via the use of information technology, with business purpose to belong-term trusted partner of customers; the company is positioned in China, Asia and begins to extend to be IT and professional service provider of global enterprises, public organizations for their management, business, information technology applications, basic technology software, platform and application services. The company's development goal is to become a world-class management software and cloud service provider.

Co-organizer • Yonyou Seentao Technology Co., Ltd.

Yonyou Seentao Technology CO, LTD (hereinafter referred to as Seentao) is its major subsidiaries of Yonyou, which is the biggest local provider of administration software in Asian-Pacific region as well as China's leading provider of cloud computing service for various enterprises. Seentao mainly targets colleges & universities, occupational institutes, training institutions and individuals as users for its training of management & IT talented professionals and related services.

With its advanced concept of educating people through practice, mutually-beneficial mode of integrating industrial operation and teaching, open platform of practice teaching and comprehensive educational service system, Seentao is turning out management & IT professionals with thorough knowledge of business operations, necessary working and communication skills for 1.8 million IT companies and non-governmental institutions, thanks to its active cooperation with more than 1800 universities & colleges and non-governmental institutions.

Seentao advocates the integration of industrial operation and production and is committed to bringing corporate culture and operation to campuses of universities and colleges. Through providing universities and colleges with IT lab, sand table simulation lab, practice platform of virtual business & social environment (uni-disciplinary & multi-disciplinary), corporate practice cases, high-quality courses of practical training and so on, it is developing in conjunction with universities & colleges the integrated solutions to practice teaching in economics and management. Seentao is also devoted to advancing effective integration of teaching and industrial operation through its participation in the optimization of talents training programs, joint development of special majors and advanced study & training of practice teaching staff. As a result, Seentao has emerged as the biggest provider of solutions to practice teaching in economics and management in China.

Purpose

Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.

Xun Zi

Through the 2014 “YonyouSeentao Cup” Asia-Pacific ERP Sand Table Simulation Contest, we hope to offer MBA students a broad platform for working out solutions to the practical business issues, showing their business spirits and enhancing their sense of teamwork and acute insights to modern business, so as to inspire their enthusiasm for MBA studies and to lay a solid foundation for them to adapt to the international competition and for their future life of study and work.

During the Contest, we will take real-life business cases and use the advanced ERP system and electronic platform to simulate real business situations. Participating teams are expected to fully demonstrate their judgment, decision-making and execution abilities in real scenarios by combining theory with practice.

Learning for Participants

- *Understanding the Big Picture of Business*
- *Improving business acumen*
- *Enhancing decision making ability*
- *Strategic and competitiveness thinkings*
- *Experiential Learning of business processes in the ERP System*
- *Integration of Functional Disciplines*
- *Teamwork, Interpersonal Skills, Accountability & Leadership*

Features of the Contests

1. Simulated Business Situations

We will build a prototype manufacturing enterprise with key corporate management elements and simulate a highly-competitive market with a number of virtual enterprises.

2. Platform for Learning Management Expertise

Participants will learn a variety of management expertise from the simulated business experience, such as marketing, financial management, production and operation management, supply chain management, strategic management, comprehensive budget management and human resource management.

3. Training Camp for Teamwork Spirits

With the acceleration of globalization, we are living in the era when people are encouraged to show personality characteristics, while on the other hand business competitions have developed from single product, technology or personal competitions to competitions between organizations and require people with different personality characteristics to work as a highly-collaborative team. The Contest will provide participants the opportunity to experience teamwork spirits.

4. Feel the Magic of ERP

Participants will go through the whole process of operating the simulated enterprise for N years, including market analysis, strategy development, marketing planning, organization of production and financial management, etc., to better understand the rule of corporate management, enhance their corporate management abilities and have an actual experience of the corporate resource management process. Participants will also learn through the Contest the urgency of building corporate information systems. They will be trained to establish the information management thinking-ways and get prepared in concepts and abilities for corporate informationalization by participating in the implementation process and learning the key points in the process.

5. Understand the Importance of Data

Participants will practice their corporate management ideas with the ERP sand tables as greetings to the arrival of the big-data era. By real case analysis and data-based corporate diagnosis, they will not only earn revenue for the enterprise, but also increase their sensitivities of business decision-making and improve their decision-making and long-term planning abilities.

6. Learn the Application of Business Intelligence

Business intelligence refers to restoring and managing customer data systematically by using the data warehouse and data mining technologies, making analysis with a variety of data analyzing tools and producing analysis reports, to provide information for decision-makings in various business activities. Participants will learn the business intelligence concepts and the application of business intelligence tools.

Participants

1. Registered MBA students at school in China (including Hong Kong, Macau and Taiwan) and other Asian countries and regions are all eligible to apply for participating in the Contest.

2. The Contest will be organized in teams. Participants can form teams by themselves and each team should have 5 members, who can be selected from different classes, grades or programs. Team members coming from different schools are not applicable.

Time and Place

Application Period: Since now — March 17th, 2014

Each school or participating team should name their application form as “X University- X Team” and send the form to erp_asia@mail.shufe.edu.cn.

Simulation Stage (online): Late February, 2014

In order to better experience the content and the process of the Contest, the organizer of the Contest will provide a certain amount of simulated contest eligibility to participating schools and teams in late February, 2014. The confirmation of the eligibility will be based on registration time.

Preliminary Stage (online): March 22nd, 2014 — March 23th, 2014

Log on SUFE Financial Lab online

Final Stage: April 24th, 2014

The final contest will be held in Wisdom Hotel, SUFE, 369 North Zhongshan No.1 Road, Shanghai, China

Policy of Confidentiality

Participants have the obligation to keep related technology and business information in the Contest confidential, including information about design, process, management know-how, supply intelligence, production and marketing strategy, outcome of the Contest and other business secrets.

Expenses and Prizes

Expenses

As an activity of commonweal under the guidance of National MBA Education Supervisory Committee, the Contest aims to provide a platform for communication and study between MBA students from China and Asia-Pacific countries or regions.

Expenses for meals (simple meals) will be covered by SUFE, while other expenses should be covered by participants themselves.

Prizes

First Prize (1 team): CNY 30,000/team

Second Prize (2 teams): CNY 20,000/team

Third Prize (3 teams): CNY 10,000/team

Excellence Prize (4 teams): CNY 5,000/team

Seminar

During the Contest, the organizer will host a seminar on “Innovative State and Data-driven Enterprise” and welcome teachers from participating universities to join the seminar.

Time: April 25, 2014

Venue: Wisdom Hotel, SUFE, 369 North Zhongshan No.1 Road, Shanghai, China

Contacts

Hosted by (Organizer):

College of Business, Shanghai University of Finance and Economics

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Contest Rules

1. Principle of Team-making

Each participating team should have 5 members, who will act as the General Manager, Chief Financial Officer, Chief Marketing Officer, Chief Procurement Officer and Chief Production Officer respectively.

2. Preliminary Stage: Online Screening

COB and Yongyou will provide trainings for the participating schools, guide them to log in SUFE's Financial Lab online and carry out the online screenings.

3. Final Stage

The final contest will be electronic sand table contest and held at SUFE, 369 North Zhongshan No.1 Road. Each of the 8 final participating teams should have 5 members, who will act as the General Manager, Chief Financial Officer, Chief Marketing Officer, Chief Procurement Officer and Chief Production Officer respectively and operate the enterprises on sand tables. Participants should complete a series of tasks in the corporate operation process within a required time period, such as advertising, order competition and selection, short- and long-term loan application, raw material updates and putting orders to production, factory and equipment purchase, building and selling production lines, updating receivables, product delivery and development, disposal of factory and equipment, market exploration and ISO investment and filling out reports, and some special tasks such as factory discount and making emergency procurement, etc. They should run the enterprise for a predetermined period. The judges will assess participants' performances according to the enterprises' final equity, production capacity, market situation and cash flows, etc., and the team whose enterprise gets the highest weighted score will win the first prize.