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贝塔斯曼校园达人 2014 强势来袭！活动申请正式开启！

“贝塔斯曼校园达人” (Talent Meets Bertelsmann)，简称 TMB，是由贝塔斯曼中国总部举办，面向全国优秀大学生的商业创新策划项目。今年的 5 月 28-29 日，又将有 20 名最优秀的申请者受邀至位于北京的贝塔斯曼中国总部，参加为期两天的 TMB 工作坊，挑战**新媒体、高科技及数字化企业服务**等行业的真实商业案例，与贝塔斯曼中国区高管面对面，体验与众不同的贝塔斯曼式创业家精神。获胜选手将赴德国参加贝塔斯曼全球 TMB 工作坊，并有机会获得全职工作或相关实习。从**2 月 24 日**起，我们的活动申请已全面开启，我们在将这里等待那个最具创意和创业家精神的你！

今年，TMB 工作坊将一如既往关注具备创新思维与创业家精神的青年人才，同时也将紧随“加快数字化转型”这一贝塔斯曼集团发展战略，提供更多在**数字化与科技前沿**方向的**孵化项目**与资源，期待**科技、信息、商业、媒体等不同背景**的人才在此迸发灵感一展才智，开启在贝塔斯曼内部的创业家之路！

【TMB 工作坊介绍】

* 挑战最真实的商业案例

在这两天的时间内，20 名入选者将被分为 5 组，分别负责一个由贝塔斯曼中国各业务单元根据自身业务发展计划提供的真实商业项目。2014 年选题将紧随贝塔斯曼集团“加快数字化转型”发展战略，覆盖更多新媒体、高科技及数字化企业服务等行业。

* 接受最全面的创业家培养

也想成为创一代？先接受 TMB 工作坊挑战吧！在为期两天的工作坊中，选手将从了解案例、收集信息、资讯分析、团队合作、头脑风暴、评估方案、撰写报告，到董事会会议，经历“贝塔斯曼式”创业的重要步骤！

* 孵化项目开启内部创业之路

工作坊中的案例成果极有可能被作为孵化项目采纳入贝塔斯曼中国各业务单元的数字化创新商业实践中去，选手将有机会全程参与其中，让你的商业策划案真正落地，而你的创业史也可能就此展开！

* 对话贝塔斯曼中国波士团

贝塔斯曼中国各公司 CEO 和高层经理人高管将作为项目指导，与选手零距离对话，以帮助其了解行业背景、分析业务模式、准备商业策划书。选手还将分享到贝塔斯曼的经营理念 and 职业成长，感受“贝塔斯曼式”创业家精神。

* 分享 TMB 丰富校友资源

参加 TMB 工作坊，进入我们的校友资源网络。TMB 工作坊将为各位参赛者组织与 TMB 校友交流的活动，让你分享学长学姐在各行各业的成功经验！

* 赢取德国之旅和职业机会

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获胜选手将赴德国参加贝塔斯曼全球 TMB 项目，与贝塔斯曼集团董事会成员面对面！还将有机会获得贝塔斯曼在中国的全职工作或相关实习机会！

【如何申请】

如果你是：

- 著名高校本科及以上学历 (有无工作经验均可)
- 计算机科学与技术、信息技术、媒体、商科、经济学、供应链管理等专业 (可加分)
- 出众的分析能力，商业头脑和沟通能力
- 拥有创新思维与企业家精神的思考和实践
- 对高科技、新媒体及数字化服务行业充满热情，渴望致力于技术创新推动商业发展
- 优秀的中英文听说读写能力

请登陆 TMB 官方网站 (<http://tmb.bertelsmann.com.cn>)，查看申请材料详情并发送至 hr@bertelsmann.com，我们将尽快联系你！

欢迎来自不同学校不同专业的同学们踊跃申请！

【活动流程】

活动阶段	时间
提交申请	2.24 – 4.4
电话面试	4.8 – 4.18
现场面试	4.21 – 4.25
TMB 工作坊	5.28 – 5.29

查看更多活动详情，请访问 TMB 官方网站 (<http://tmb.bertelsmann.com.cn>)

了解最新活动进展、提问互动，欢迎关注：

贝塔斯曼中国微信公众账号 bertelsmannchina



人人网“贝塔斯曼校园达人 TMB Family”公共主页 (<http://page.renren.com/601254787>)



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新浪微博 @贝塔斯曼人才贝出

【TMB 回顾与报道】

“Talent Meets Bertelsmann 2013” 贝塔斯曼校园达人 2013

<http://www.tudou.com/programs/view/nyu1bmsD4oc/>

“Talent Meets Bertelsmann 2012 贝塔斯曼校园达人 2012”

<http://www.tudou.com/programs/view/Xg8L9wiE8b8/>

“2011 情迷纽约 (2011 alumna)”

<http://blog.renren.com/blog/240849124/776196247>

搜狐网：2011“当校园达人遇上贝塔斯曼” 商业策划决赛成功举行

<http://learning.sohu.com/20110825/n317374942.shtml>

“Talent Meets Bertelsmann 2011 冠军团队纽约之行”

<http://www.tudou.com/programs/view/vUBhBjNjNRw/>

“Talent Meets Bertelsmann 2010”

http://v.youku.com/v_show/id_XMjQ4OTUyNjAw.html

Talent Meets Bertelsmann China Workshop 2014

Introduction

Talent Meets Bertelsmann (TMB) is a business program and career event of incubating digital innovation and entrepreneurship initiated by Bertelsmann China Corporate Center (CCC). On May 28 - 29, 2014, 20 selected young talents will be invited to TMB Workshop and meet Bertelsmann China's top executives at our CCC Office in Beijing.

TMB Workshop offers you:

- Challenging **real** business cases in **digital business** and other sectors of **TMT** industry to follow Bertelsmann's strategic direction of **digital transformation**.
- Opportunity to roll out your proposal as **incubation project** for **digital innovation** at Bertelsmann.
- **1:1** performance **feedback** and **career advice** from Bertelsmann top executives.
- A trip to Germany to attend global TMB Workshop in Berlin.
- **Full-time or internship** opportunities in various business units of Bertelsmann.



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TMB Workshop expects from you:

- Creative ideas and solutions to demonstrate your entrepreneurship.
- Passion and perfect combination of business intelligence and digital innovation.
- Fantastic and unique talent show in the dinner party.

Prizes

First prize – A trip to Germany to attend global TMB Workshop in Berlin!

The 2 top performing students will travel to Germany to attend global TMB Workshop in Berlin!

Global TMB Workshop (<http://www.talentmeetsbertelsmann.com>) is an international networking event for young talents. More than 60 students all over the world will gather and get the chance to know Bertelsmann from an inside-perspective at Representative Office “Unter den Linden 1” in Berlin.

Other attractive prizes – “Your Career Springboard”

- Full-time Job offers

We are recruiting strong candidates for Entrepreneur Apprentice Program. It is a program we specially design to attract and nurture young high potentials to grow as an internal entrepreneur with Bertelsmann. The program is featured as follows:

- **3 rotations in 18 months** with business projects at Bertelsmann companies in China, including arvato, G+J, Bertelsmann Asia Investments (BAI), and portfolio companies of BAI.
- **1 on 1 mentoring** and feedback from a senior business leader as mentor during rotations to further strengthen business know-how, interpersonal skills and leadership.
- **Take a manager role** after successful completion of the program.

- **Internship opportunities** with various Bertelsmann businesses in mainland China, Hong Kong and Singapore.

How to apply

Our requirements:

- Undergraduate, graduate, postgraduate or MBA student with or without work experience.
- Major in Information Technology, Computer Science, Media, Business, Economics or Supply Chain Management is preferred.
- Strong analytical mindset, profit conscious and outstanding communication skills.
- Innovative and have entrepreneurial ideas and behaviors.
- Have work and/or extracurricular experiences that reflect your passion for TMT industry.

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- Proficient both in Chinese and English, oral and written.

Your application materials should include:

1. Updated Resume highlighting your leadership abilities and working/internship experiences (required).
 2. ONE of the following two (a&b) assignments (preferred):
 - a. An essay with 500 words limits responding to ONE of the following two topics:
 - What is your decision making process/mindset for your latest career/academic/life choice?
 - If you have the capability to invest in anything, what will you invest with and invest in?
 - b. A business proposal on ONE of the following two topics in PowerPoint of no more than 15 slides with a clear structure:
 - Digital Transformation is identified as one of the strategic priorities of Bertelsmann. Going mobile, being one of the crucial steps of going digital, is a key movement Bertelsmann is undertaking to develop more business potential. Please think out of the box for new business ideas to integrate the following sector(s) with Bertelsmann's existing businesses and/or investment portfolio of Bertelsmann Asia Investments (BAI):
 - WeChat (Weixin ecosystem)
 - Traditional industry transformation by internet/mobile
 - Enterprise service (e.g. Business Intelligence, Virtualization, Cloud Computing)
- You could refer to www.bertelsmann.com and respective divisional websites for the information of Bertelsmann's current businesses and BAI's portfolio.
- Which wearable device company (early or growth stage) in the market do you think is promising to attain investor's attention? Why? How would you give the valuation?
 - Digital transformation has been one of the top priorities for G+J in China. With its rich contents and elite editor team, G+J China will continue to provide reader with interesting and useful content. According to your observation, what does digital transformation mean to the print media, how could G+J China continue its success in the digital transformation?

Please send your application materials to HR@bertelsmann.com by April 4th, 2014, and entitle your email as "**School_Major_Grade_Name_Internship Company**". We will review your application thoroughly and contact you as soon as possible!

Program Schedule

Stage	Time
Application	2.24 – 4.4

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Phone interview	4.8 – 4.18
Face to face interview	4.21 – 4.25
On-site workshop	5.28 – 5.29

More information and talk to us on

Wechat: bertelsmannchina



Renren page: “贝塔斯曼校园达人 TMB Family” (<http://page.renren.com/601254787>)

Weibo: @贝塔斯曼人才贝出