

# The Business & Management Collection

## Over 1,100 lectures & case studies by leading world experts

### About 'digital': demand, quality and cost:

'Digital' is powering something of a revolution in university education. Everyone wants high quality video (not just recordings of live lectures and seminars). Students want it, not as a substitute for 'contact hours' but in addition to them. However, high quality video is expensive to produce in both time and money. Clearly there is a challenge here for universities as they seek ways to meet expectations in a cost-effective manner. Access to The Business & Management Collection provides a solution as it spreads the cost among many institutions worldwide.

### Introduction:

[The Business & Management Collection](#) contains over 1,100 specially commissioned, online lectures, case studies and case study interviews by leading experts in academia, industry and commerce. The collection is categorized into 6 broad subject areas and further organized into 90 series, each overseen by an editor who is a key expert in the field. Speakers are chosen based on their expertise and each talk is produced together with the speaker especially for the collection. The collection is reviewed and updated monthly. Topics range from Leadership to Corporate Finance, from Innovation to Operations Management.

The collection is presented in four different formats:

- a) **Traditional format lectures with high quality graphics:** the lectures are primarily designed to deliver 'information'. Faculty members can add their own interactive requirements e.g. MCQs and answers. The lectures have multiple associated features including printable slide handouts and speed-up/slow down options.
- b) **Extended form case studies:** these accounts of real world experience describing what was done, how, when and with what consequences have proved especially useful in preparing students for in-class discussions.
- c) **Bite-size case studies:** these short descriptions of real world commercial activities come with suggested topics for consideration and discussion. Subscribers have found that they stimulate thinking and assist in developing the ability of students to question, analyse and appraise. They are often set as pre-classroom preparation and in-class discussion.
- d) **Case Study Interviews:** interviews with experts from commerce and industry, from start-up entrepreneurs to large corporation executives, confront the challenges they encounter. Each interview is accompanied by suggested topics for discussion and individual and group projects. Instructor packs are available to faculty members at subscribing institutions on application.

*Please see Appendix 1 for a listing of examples of lectures and case studies.*

## **How the collection is used in academia:**

The collection is not a substitute for what academic teaching staff organises and delivers but instead, a resource to be used to enhance the learning experience. The collection's range and variety supports, complements, extends and enriches business and management education.

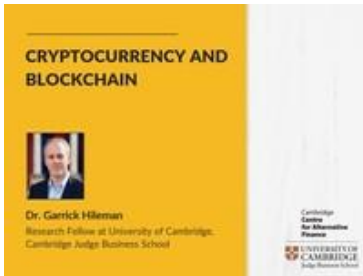
All talks and any extract from any talk is easily integrated and embedded within your Virtual Learning Environment and all the slides can be printed to support note taking. The collection supports blended, distance, team and flipped classroom programmes and self-motivated learning.

Below are some of the most common ways in which the collection is used regularly by programme directors, teaching staff, graduate students, post-docs and undergraduate students in academic institutions:

- Embedding in Online Learning Systems as part of courses, in preparation for a class or as additional learning material following lectures.
- In blended, distance, team learning and flipped classroom programmes (where students access lectures at home and then attend the university for discussions, workshops, tutorials, seminars and supervised exercises).
- Material for small-group and individual-student courses which a university could not otherwise provide.
- To fill gaps in departmental expertise. No single institution can retain the number and range of leading experts represented in the collection.
- Ensuring that researchers, teachers and students have access to a wide range of expert knowledge both in their own and other fields.
- To pursue self-motivated enquiry. Remember: with talks in the collection, world leading experts can be made to repeat any part of their talk as many times as required until the attendee feels they have gained a full understanding.

## Appendix 1: Examples of Lectures & Case Studies

### Finance, Accounting, & Economics



#### [Cryptocurrency and blockchain](#)

Dr. Garrick Hileman – University of Cambridge, UK



#### [Positioning a mid-size overseas bank to do business in the USA](#)

Mr. Avner Mendelson – President and CEO of Bank Leumi USA, USA



#### [Accounting for sustainability: an overview](#)

Prof. Jeffrey Unerman – University of London, UK



#### [Tata Motors' acquisition of Jaguar Land Rover](#)

Dr. Deepraj Mukherjee – Kent State University, USA



#### [Development economics: introduction and overview](#)

Dr. Julie Schaffner – Tufts University, USA

# HSTalks

ONLINE LECTURES

BY LEADING WORLD EXPERTS

## Global Business Management



### [Alibaba: the company that made eBay a dwarf](#)

Dr. Xiaobai Shen – Edinburgh Business School, UK



### [Entrepreneurship and Indian IT outsourcing: the good, the bad, and the money saved](#)

Prof. Rafiq Dossani – Stanford University, USA



### [Going global: foundational ideas](#)

Prof. Anil K. Gupta – University of Maryland, USA and INSEAD, France



### [US and China: Are there any winners in a trade war?](#)

Mr. Martin Wolf – Financial Times, UK



### [Cultural differences in decision making](#)

Prof. Elke Weber – Princeton University, USA

## Management, Leadership, & Organisation



### [Making decisions](#)

Prof. J. Edward Russo – Cornell University, USA



### [Aesthetics of leadership: the example of Barack Obama](#)

Dr. Donna Ladkin – Cranfield University, UK



### [Inside the risk management function](#)

Dr. Madelyn Antoncic – Former Vice President and Treasurer The World Bank, USA



### [Apple: creative destruction and the Icarus dilemma](#)

Dr. Johannes Pennings – Wharton Business School, USA



### [Bay of Pigs: How groupthink led to a military failure](#)

Prof. John S. Carroll – MIT Sloan School of Management, USA

## Marketing & Sales



### [Social influence & marketing: the Hush Puppies story](#)

Prof. Allan J. Kimmel – ESCP Europe, France



### [How Aflac used advertising to increase the value of its corporate brand](#)

Mr. James R. Gregory – CoreBrand, USA



### [Entry mode strategy in global marketing](#)

Prof. Svend Hollensen – Associate Professor of International Marketing, University of Southern Denmark, Denmark



### [4 traits of successful marketers](#)

Mr. Drew Neisser – CEO and Founder, Renegade, USA



### [KLM Airlines: from crisis to social media success](#)

Dr. Simone Kurtzke – Robert Gordon University, UK

# HSTalks

ONLINE LECTURES  
BY LEADING WORLD EXPERTS

## Strategy



### Scenarios and strategy

Prof. Paul J. H. Schoemaker – The Wharton School, University of Pennsylvania, USA



### Business continuity planning across a matrix

Mr. Scott Baldwin – eBay, USA



### Research methodology for strategy as practice

Prof. Ann Langley – HEC Montréal, Canada



### Intel: A case study in capacity planning and strategy

Prof. Brian Tomlin – Tuck School of Business, Dartmouth College, USA



### Introduction to Strategy-as-Practice

Prof. Paula Jarzabkowski – Cass Business School, City, University of London, UK

Prof. David Seidl – University of Zurich, Switzerland

## Technology & Operations



### [The impact of globalisation on supply chains](#)

Prof. D. John Mangan – Professor of Maritime Logistics, University of Newcastle, UK



### [How Walmart built sustainability into the supply chain](#)

Prof. Dr. Arnd Huchzermeier – WHU – Otto Beisheim School of Management, Germany



### [How Zara optimised distribution for a fast-changing fashion market](#)

Prof. Jérémie Gallien – London Business School, UK



### [Technology commercialization primer](#)

Dr. Eugene Buff – Founder & President, Primary Care Innovation Consulting, USA



### [Fundamentals of data analysis](#)

Dr. Brian Blank – Mississippi State University, USA