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Bring the best teaching and learning tools to your classroom with the **HBP Student Success Package**.

Made up of two essential components – **HBS Select Case Study Collection** and **Core Curriculum** – the **HBP Student Success Package** prepares students to solve real-world business problems with critical thinking and creativity.



**Harvard
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Methodology for using case studies

The **HBS Select Case Study Collection** provides more than 2,000 Harvard Business School case studies. Each case study delivers immersive real-world business and corporate scenarios to help students examine issues related to the dynamics of business and society, navigate changing workplaces, and manage teams, personal decisions and career growth.

The screenshot displays the HBS Select Case Study Collection interface. The top navigation bar includes 'Back', 'New Search', 'Sign In', 'Folder', and 'Help'. Below the navigation bar, there are options for 'Add to folder', 'Save Pages', 'E-mail Pages', 'Print Pages', 'Cite', 'Dictionary', 'Export', 'Permalink', and 'Google Drive'. The main content area is divided into a left sidebar and a main reading area. The sidebar shows the case study title 'Ron Johnson: Retail at Target, Apple, and J.C. Penney' and a list of sub-sections: 'Cover', 'J.C. Penney', 'Ron Johnson', 'Johnson at Apple', 'Johnson Joins J.C. Penney', 'Ousted', and 'Endnotes'. The main reading area features the Harvard Business School logo, the authors' names (Das Narayandas, Kerry Herman, Lisa Mazzanti), the case title, a quote from Ron Johnson, and a brief summary of the case.

How do you use case studies in the classroom?

Analyze

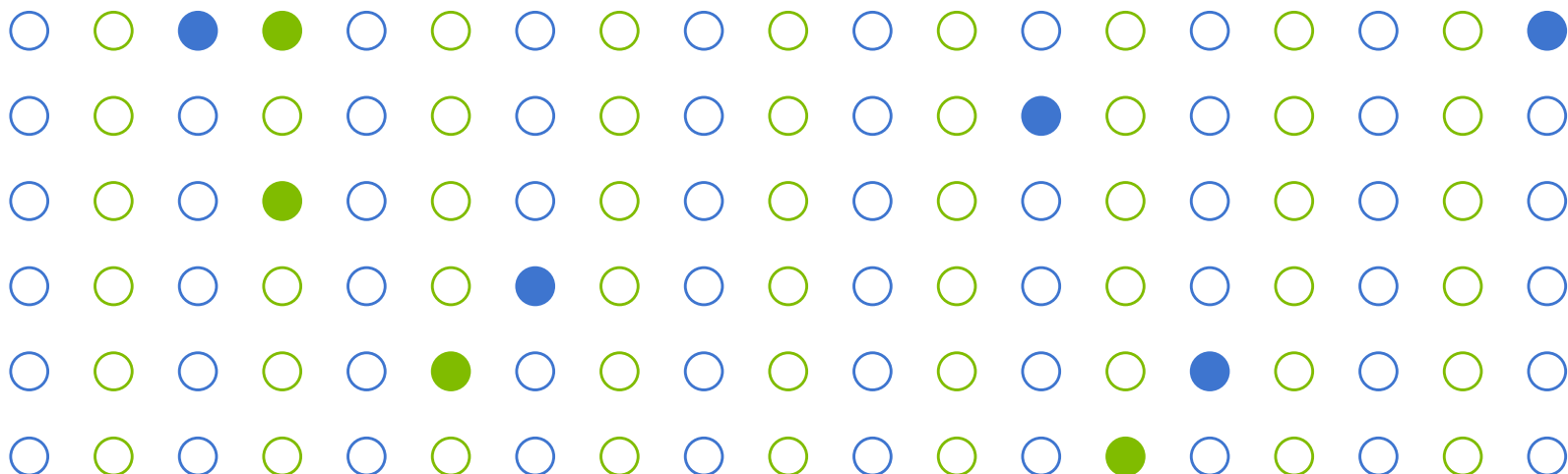
Faculty should select materials for case studies. Students should read the case, identify the problems, and formulate their own opinions for a solution.

Share

Faculty can divide students into groups to discuss dilemmas in the case and collaborate on potential solutions.

Evaluate

Both faculty and student groups will analyze and evaluate the final decisions together to determine the best solutions to the problem presented.



Core Curriculum Readings

Core Curriculum offers 76 readings authored by faculty at Harvard Business School. Each one includes a Teaching Note document to help instructors gain insight into the case. In addition, each reading provides related course materials, 35-question test banks, practice questions, video clips, and interactive illustrations to enhance student comprehension of specific topics.

How do you use Core Curriculum in the classroom?

Before Class

Faculty can assign core curriculum readings to students as pre-class materials. Students can prepare for an in-class discussion on the concepts covered.

In Class

Faculty can take advantage of the sidebar and questions to explain and guide students. Interactive illustrations enhance student comprehension of key topics.

After Class

Faculty can assign additional questions to students for both group discussion and individual research.

VIDEO 2 The Feedback Loop

Scan this QR code, click the icon, or use this link to access the video: bit.ly/hbsp2u6njb

2.3 Identifying Core Customers

The purpose of gathering information is to make better decisions.¹³ When launching new ventures, major marketing and selling decisions include:

- Determining customer identification criteria
- Assessing transaction costs
- Segmenting rather than partitioning customer opportunities
- Understanding transaction versus relationship buyers.

In turn, clarity about these decisions is essential for tailoring marketing strategies that target customer groups and avoiding the pitfalls and expense of indiscriminate selling

Videos demonstrate best practices from industry leaders as well as Harvard Business School faculty.

Sidebar and Practice questions: Quickly understand the business concepts and foundational frameworks.

What Is a Business Model?

A venture's business model is an interconnected set of choices affecting how the enterprise provides unique value to customers—and how it will design its own and its partners' activities to deliver that value while earning a profit. Savvy entrepreneurs design and continually adapt their sales and marketing activities in ways that align with their business model, making adjustments in these areas:

- 1 **Customer value proposition.** What unmet needs will the venture address? What kinds of customers will the company target? What features will distinguish the product or service the entrepreneur wants to offer?
- 2 **Operations.** What activities will be required to develop and produce the venture's offering? Where will these activities be performed—inside the organization or within partner, supplier, or customer organizations? What specific units or individuals will perform these activities?
- 3 **Go-to-market strategy.** How will the venture communicate its offerings, deliver its products or services, and provide post-sales support?

INTERACTIVE ILLUSTRATION 1 Customer Profitability

Scan this QR code, click the image, or use this link to access the interactive illustration: bit.ly/hbsp2pkuVE4

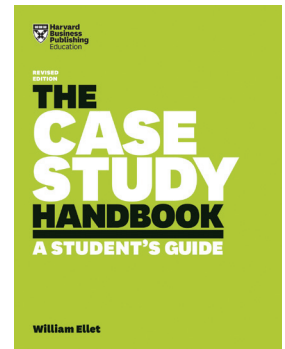
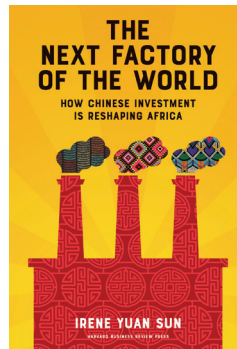
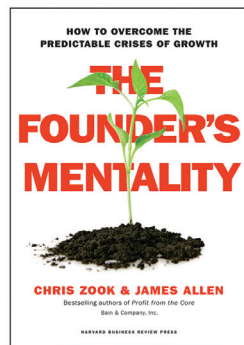
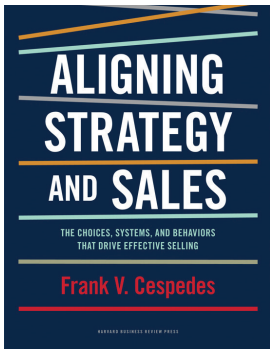
| MEASURE | CUSTOMER A | CUSTOMER B |
|---------------|------------|------------|
| Revenue | \$100,000 | \$100,000 |
| Profit Margin | 20% | 10% |
| Total Cost | \$80,000 | \$90,000 |

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|---------------|------------|------------|
| Revenue | \$100,000 | \$100,000 |
| Profit Margin | 20% | 10% |
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Interactive illustrations highlight different business topics and key foundational concepts.

You may also be interested in:

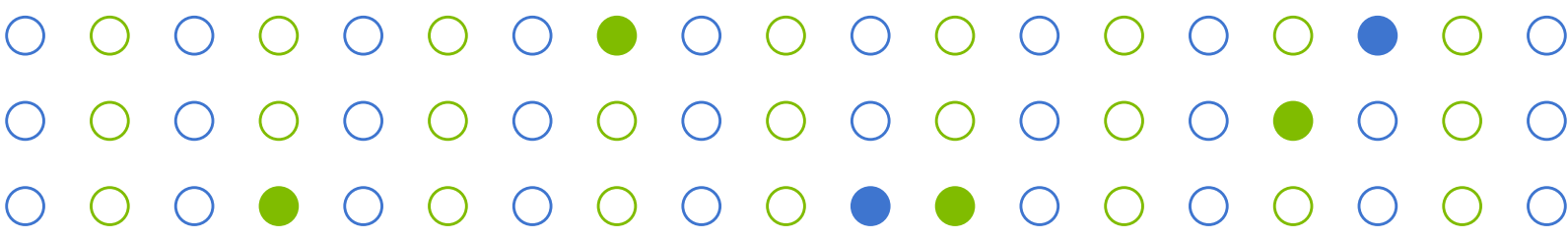
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