

HSTalks

VIDEO LECTURES & CASE STUDIES
BY LEADING WORLD EXPERTS



The Business & Management Collection

www.hstalks.com/business

ABOUT THE COLLECTION



Over 900 video lectures & case studies



All talks are specially commissioned from leading world experts including industry professionals



Lectures are appropriate for graduate students, undergraduates and continuing professional development



The collection is updated on a monthly basis with new talks and series

CATEGORIES



“HSTalks have been an important and useful tool in the process of writing my Master’s thesis about branding in the pharmaceutical industry... The technology is simple and very user-friendly for everyone”



Talks are classified within categories, series and case studies



Ideal for flipped & blended learning



One click embed features for easy integration into Moodle, Blackboard and other VLEs



Case study video interviews including suggested projects



FINANCE, ACCOUNTING, & ECONOMICS



GLOBAL BUSINESS MANAGEMENT



MANAGEMENT, LEADERSHIP, & ORGANIZATION

“These resources present an engaging and informative way for students to enhance their learning experience in the areas of sport management and marketing...These complement the use of weblearn which my university is using to develop more flexible methods of learning.”

SELECTIONS FROM OUR COLLECTION OF OVER 900

Fiscal policy: the budget



Mr. Sanjay Raja
KPMG, UK

This talk is part of the **Macroeconomics** series edited by Dr. Ivan Cohen

Teams and learning in organizations



Prof. Amy C. Edmondson
Harvard Business School, USA

This talk is part of the **Team Effectiveness** series edited by Dr. Ruth Wageman

Ivy
League
Speaker

Scenario planning



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

This talk is part of the **Making Decisions** series edited by Prof. J. Edward Russo

Ivy
League
Speaker

Innovation in China



Dr. Xiaobai Shen
Edinburgh Business School, UK

This talk is part of the **Hot Topics** series

What an excellent resource!! My field is logistics and supply chain management, and I am hugely impressed by the top names that you have managed to involve in the preparation and delivery of the lectures.

VIDEO LECTURES AND CASE STUDIES:

Entry mode strategy in global marketing



Dr. Svend Hollensen
University of Southern Denmark,
Denmark

This talk is part of the **Exporting, International and Global Marketing Management** series edited by Prof. Stan Paliwoda

Knowledge empowering risk management



Mr. Atul Vashistha
Neo Group, USA

This talk is part of the **Hot Topics** series

Sustainability in operations



Dr. Arnd Huchzemeier
Otto Beisheim School of
Management, Germany

This talk is part of the **Operations Strategy** series edited by Prof. Jan A. Van Mieghem

Social values and cross-cultural factors in consumer behaviour



Prof. Lynn R. Kahle
Lundquist College of Business,
University of Oregon, USA

This talk is part of the **Why We Buy: Understanding Consumer Behaviour** series edited by Prof. Michael Solomon

These are some of the best lectures I have found on the web, and the authors are the speakers - a great opportunity for our students to hear research from the "horse's mouth"!

FOR FACULTY



Keep abreast of the latest developments or immerse yourself in a new field.

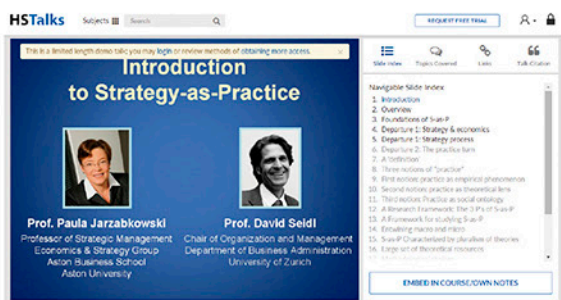


Provide your students with immediate access to many of the world's leading experts in a wide variety of fields.



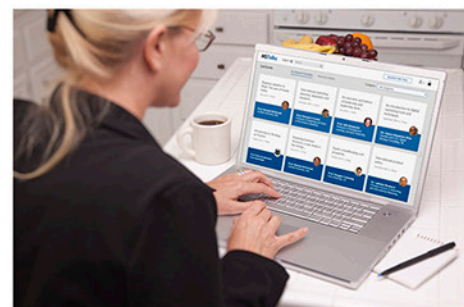
Our business content consultants will be more than happy to help identify talks to match your courses.

USE IN YOUR COURSE



Embed in Moodle, Blackboard or other online learning environment – use the talk in your course or recommend as additional learning material.

WE CAN HELP



Send us your syllabus and our team of consultants will suggest relevant video lectures and case studies.

The topics are very current and relevant not only to the students but also to the lecturers. The talks are very informative, clear and detailed notes are given in the slides...I'm sure students would like to listen to the international leading experts and practitioners rather than just listening to our lectures which are more inclined to the text book.

FOR LIBRARIANS



We provide detailed MARC records, usage statistics, and promotional materials.



Access is available via IP authentication, username and password and Shibboleth.



Each lecture is listed in all the major third party discovery systems.

SUPPORTING DISCOVERY



Compatible with leading online catalogues and discovery services.

PROMOTIONAL MATERIAL



Posters, banners and a wide selection of promotional material ready for use.

"I have been using these talks through the trial period and after we took out a subscription. They are an excellent resource for teaching and help me to use my time more effectively... We have no budgets for visiting speakers and connection to practitioners or other academics and this talks series is invaluable in this climate."



HSTalks provides access to world class lectures by leading authorities from around the globe, in one online resource. Our subscribers include a wide range of universities, business schools, colleges, private companies, government agencies and pharmaceutical companies throughout the world.

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