

老师们可通过此链接查看培训会回放：

https://zoom.us/rec/share/XEieclKg8d1x6C8LI2c_WrUEByL2Nskfy9GAFsZsIEs13I26NPo3lwPU9uv-bTKN.W7dXjzRfuwUCZE_L
密码：a@X5B5hc

哈佛商业出版社教学资源平台还提供以下学术支持，请需要的老师联系 amy.zhang@hbsp.harvard.edu

- 教学内容推荐（定制化）
- 根据课程大纲匹配教学资源
- 模拟线上演示（须提前一个月申请预约）

如老师对申请表、课程包等有疑问，请联系如有问题请联系管理员国际部黄老师 020-85221410 /winonahuang@163.com

如老师、同学在使用过程中遇到系统、操作等问题，请联系平台客服团队（24/7全年无休，工作语言为英语）

Harvard Business Publishing Education

Catalog ▾ Teaching Center ▾

Search our catalog

My Lists My Coursepacks Reporting ADMINISTRATOR Hi, Jiecong ▾

Course Explorer

Discover new ideas and content for your courses. Browse our library of course materials, assignments, and pedagogical guidance—curated by our editors, partners, and faculty from leading business schools.

Featured Curations

COLLECTION FEATURED
Case Startup Kit: Organizational Behavior
Case Startup Kits are designed to help aspiring case teachers start using cases in their courses. Each brief, recent case comes with a teaching note. The additional materials provide support for

COLLECTION FEATURED
Best-Selling Cases Across Disciplines in Spanish
Cases introduce students to a wide array of business issues, from introductory basics to cutting-edge problems and opportunities. In this collection, you'll find a representative sample of today's best-selling Spanish language cases in each

COLLECTION FEATURED
HBR Reading List: Strategy
HBR's definitive articles on competitive strategy will help in the development of strategic planning in today's rapidly changing landscape.

WHAT'S INSIDE
Readings

帮助

ONE HARVARD EXPERIENCE



哈佛商学院出版

2024

30,000+

案例

Cases

26,000+

著名商业期刊文章

Business
Articles

6,500+

扩展阅读

Industry/Background
Notes

100+

线上教程

Online
Tutorials


100+

模拟

Simulations

And *much* more

64,000+ 优质教学资源



60+ 全球案例、模拟、 线上课程合作伙伴 连结全球顶尖商科教学资源

案例合作伙伴院校不完全名单



ABCC at Nanyang Tech University

Babson College
Berrett-Koehler Publishers
Business Enterprise Trust
Business Experts Press
Business Horizons
California Management Review

CEIBS (China Europe International Business School)

CLADEA-BALAS
Columbia Business School
Darden School of Business
Design Mgmt. Institute
European School of Mgmt.
Global Health Delivery / Harvard Medical School
Greif Center for Entrep. Studies – USC

HEC Montréal

Hong Kong University of Science and Technology

Hubro Education
IE Business School
IESE Business School, University
IESE-Insight Magazine
IIM Ahmedabad
LiveCase
London Business School
Marketplace Simulations
McGraw-Hill
MEGA Learning
MIT Sloan Mgmt. Review
MobLab
NACRA Case Research Journal
Perseus Books

Princeton University Press

Program on Negotiation at Harvard Law
Public Education Leadership Project
Rotman Mgmt. Magazine
Rotterdam School of Mgmt.
SimCase

Singapore Management University

Social Enterprise Knowledge Network
Stanford Graduate School of Business
The Crimson Group
Thunderbird School of Global Mgmt.

Tsinghua SEM

UC Berkeley – Haas School of Business
University of Hong Kong
USC Marshall School of Business
WDI Publishing at the U. of Michigan
Wharton School, U. of Pennsylvania

* 粗体为亚洲地区合作伙伴院校

7,900+篇

亚洲相关案例

2,000篇

亚洲相关哈佛商学院案例

37个

2023-2024年发布的亚洲相关HBS案例

As of August 2022

一、Cases案例

超过**13,000** 份哈佛商学院案例

近**60**家全球案例**合作伙伴**院校，超**1.7**万份案例

大中华公司背景案例：**2,800 +**

中文案例：**950+**，**中文**期刊文章：**2,500+**

音频案例: 行业领袖的真实案例以采访形式分享

多媒体案例: 文字结合视频、动画、多媒体

HBS 短案例: 正文5-8 页 + 附件表格

《哈佛商业评论》杂志案例: 3-4页, 附加专家评论

快案例: 短(2-4页), 学生最少准备, 特定问题, 聚集当下商业困境

[了解更多](#)



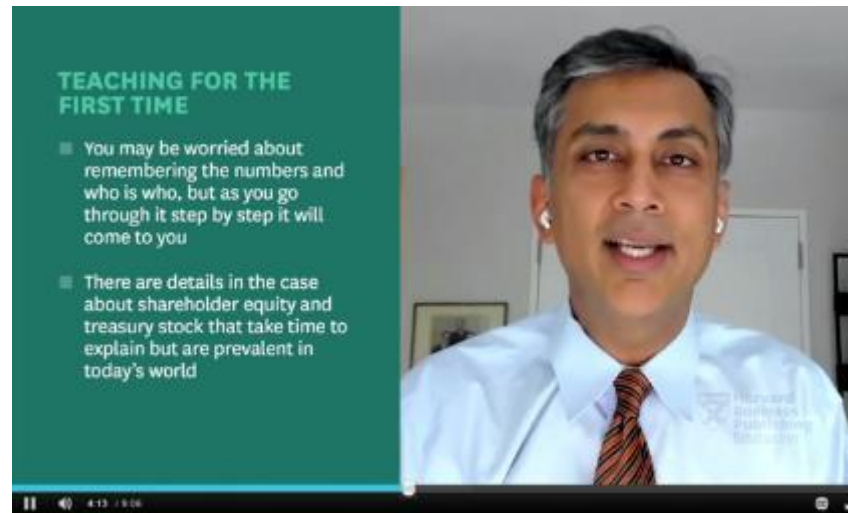
MULTIMEDIA CASES

针对性学术支持：案例

大部分案例附带详细的案例使用说明（教案）

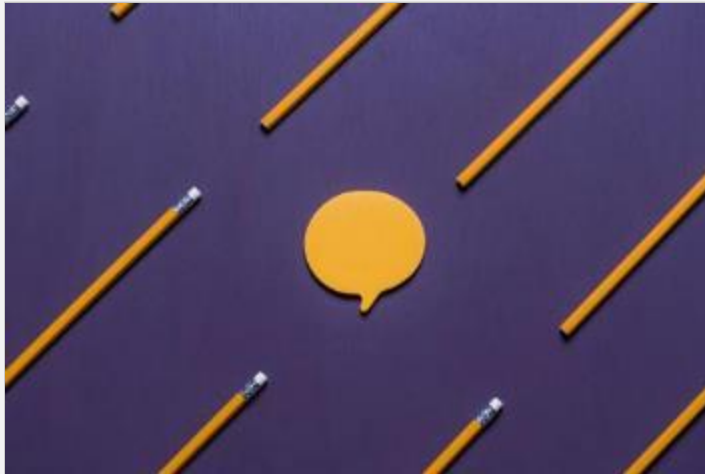
部分案例配备由案例作者解说的视频指南

Inside the Case: 案例作者解说视频



[了解更多](#)

案例教学专家指导文章



**The Perfect
Opening Question**



**7 Favorite Business
Case Studies to
Teach—and Why**



**Mastering Case Teaching
in Online Classes**

TEACHING CASES ONLINE THE BASICS



案例教学辅助性资源： 线上案例教学指南

[下载PDF](#)

Case Companion 学生案例指南

值得践行的五项原则

你将学习五大步骤，以此将一项分析分解成多项可以管控的行动，同时挖掘重要的案例见解。尝试每一步，然后回去多加练习。



针对案例分析启蒙的互动性学习程序

- 帮助学生快速学习如何阅读和分析案例
- 通过“5步分析法”梳理案例分析步骤
- 学生能在1小时内完成（可根据学生基础适当调整时间）
- 配备由作者解说的指导视频、分析法模板工具
- 中文版落地

[了解更多](#)



观看 | 在开始之前，请回顾一下 Roberto 教授讲述的关键点。

二、Articles 期刊文字

20,000+

《哈佛商业评论》文章

商业实践话题，更贴近真实商业世界

提升学生独立思考能力，为课堂讨论增加热度。



三、阅读类：核心课程

Core Curriculum 核心课程

课程内容

- 解释基本商业概念
- 同为哈佛商学院教学体系，与HBS案例紧密关联
- 内容形式多样，包含视频及互动式讲解帮助学生掌握复杂理论
- 附有教案、复习题、课件和术语表
- 大部分阅读材料配有**相应试题库**



课程涵盖学科:

- Entrepreneurship
- Finance
- Financial Accounting
- Marketing
- Operations Management
- Organizational Behavior (中英版)
- Strategy

新增教材类型：视频

Explore Different Types of Video

Cases with Video Supplements

Case studies with short accompanying video clips, often featuring the case protagonist.

Concept Explainers

Brief animated overviews of new and classic business concepts.

Expert Voices

Insights into key concepts explained by practitioners and thought leaders using real world examples.

Management Tips

Tactics and strategies students can use to manage themselves, their work, and their careers.

Multimedia Cases

Digital case studies that integrate videos with text and interactive exhibits.

Video Tutorials

In-depth “how to” videos for business skills.

互动式教材

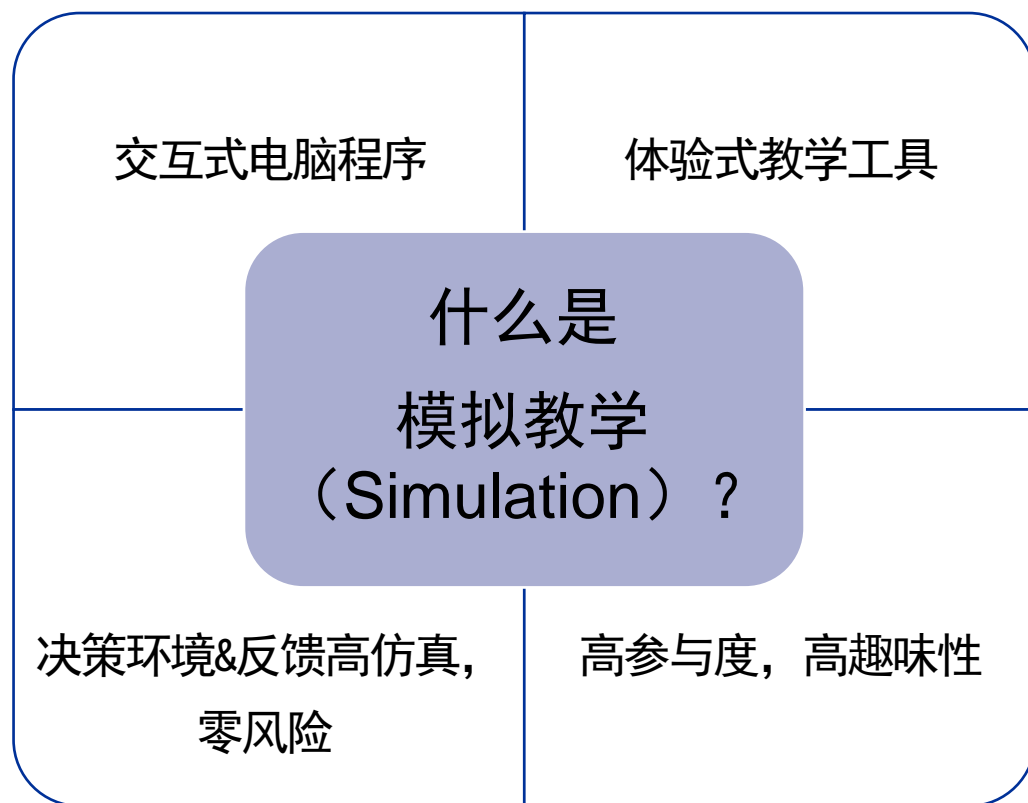
线上模拟

线上课程

哈佛管理导师线上课程

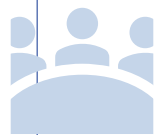


模拟仿真 Simulation



[了解更多](#)

HBP模拟优势



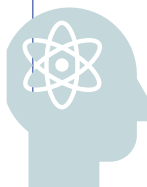
课程趣味性更强，极大增加学生参与度



多种情景模式
让学生有机会反复“试错”



时长灵活，根据课程时长选择使用；
类型多样：单一或综合



相比结果更强调学生做决策的过程（展现自己的认知偏见，决策惯性等），围绕行为本身展开讨论、反馈和思考



HBP模拟使用场景

配合现有课程要点课堂使用

实验课程：

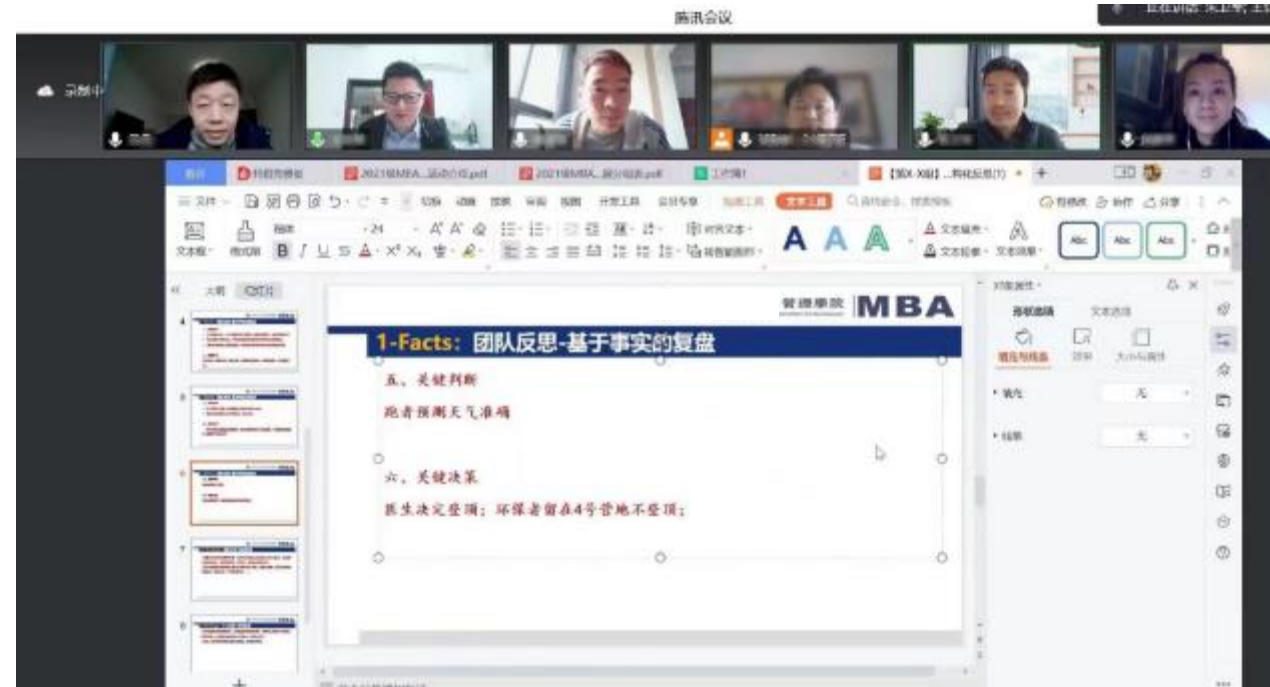
模拟融入实验室课程，可以是相同科目，也可以是不同科目

特色/选修课：

教育部获奖特色课程

短期体验/训练营：

招生，短期学习营、实践课程结业活动



HBP中国平台模拟清单

4个中文版模拟

Leadership and Team Simulation: Everest v3-Chinese Version

领导力与团队模拟：珠穆拉玛峰 - 中文版

Global Supply Chain Management Simulation v2 – Chinese Version

全球供应链管理模拟 V2 – 中文版

New Venture Simulation: The Food Truck Challenge Chinese Version

新创业企业模拟 流动餐车挑战 – 中文版

Change Management Simulation: Power and Influence V3 (Chinese)

变革管理模拟 – 中文版

21 Simulations in English

Discipline

Change Management Simulation: Power and Influence V3	Organizational Behavior
Crafting Your Life Simulation	Organizational Behavior
Data Analytics Simulation: Strategic Decision Making	Marketing
Family Business Simulation: Honey Heritage	General Management
Financial Analysis Simulation: Data Detective	Accounting
Global Collaboration Simulation: Tip of the Iceberg	Organizational Behavior
Global Supply Chain Management Simulation V2 (English)	Operations Management
Innovation Marketing Simulation: Crossing the Chasm	Marketing
Innovation Simulation: Breaking News	Entrepreneurship
IT Management Simulation: Cyber Attack!	Information Technology
Leadership and Team Sim: Everest V3 (English)	Organizational Behavior
Macroeconomics Simulation: Econland	Economics
Marketing Simulation: Managing Segments and Customers V3	Marketing
Negotiation 360	Negotiation
New Venture Simulation: The Food Truck Challenge	Strategy
Organizational Behavior Simulation: Judgment In A Crisis	Organizational Behavior
Organizational Behavior Simulation: Leveraging Networks	Organizational Behavior
Organizational Design Simulation: Evolving Structures	Organizational Behavior
Strategic Innovation Simulation: Back Bay Battery	Strategy
Strategy Simulation: The Negotiator's Dilemma	Strategy
Strategy Simulation: Value Champion	Strategy
Value Proposition Simulation: Surgical Robotics	Marketing

[了解更多](#)

HBP 为使用模拟授课的教师提供以下教学资源：

- 模拟教学指南（PDF）
- 关于备课、模拟操作及模拟复盘的相关指导文章
- 详细的教案（ Teaching Notes ）
- 模拟作者讲解视频
- **教员导师项目（Faculty Advisor Program）**
- **模拟演示**
- 24/7 线上客服支持

线上教程

Case Companion (a student's introduction to case study analysis)

Agile Methodologies

Effective Communication for Leadership

Fundamentals of Accounting

Fundamentals of Online Marketing

Fundamentals of Pricing

Fundamentals of Product Design

Fundamentals of Production Scheduling

Fundamentals of Strategic Planning

Online Paid Advertising

Price Elasticity in Practice

Profitability

World Oil Prices: An Economic Approach Tutorial

Tutorial Bundles:

Accounting

Fundamentals of Entrepreneurship

Introduction to Business

Marketing

Online Marketing

Strategic Management

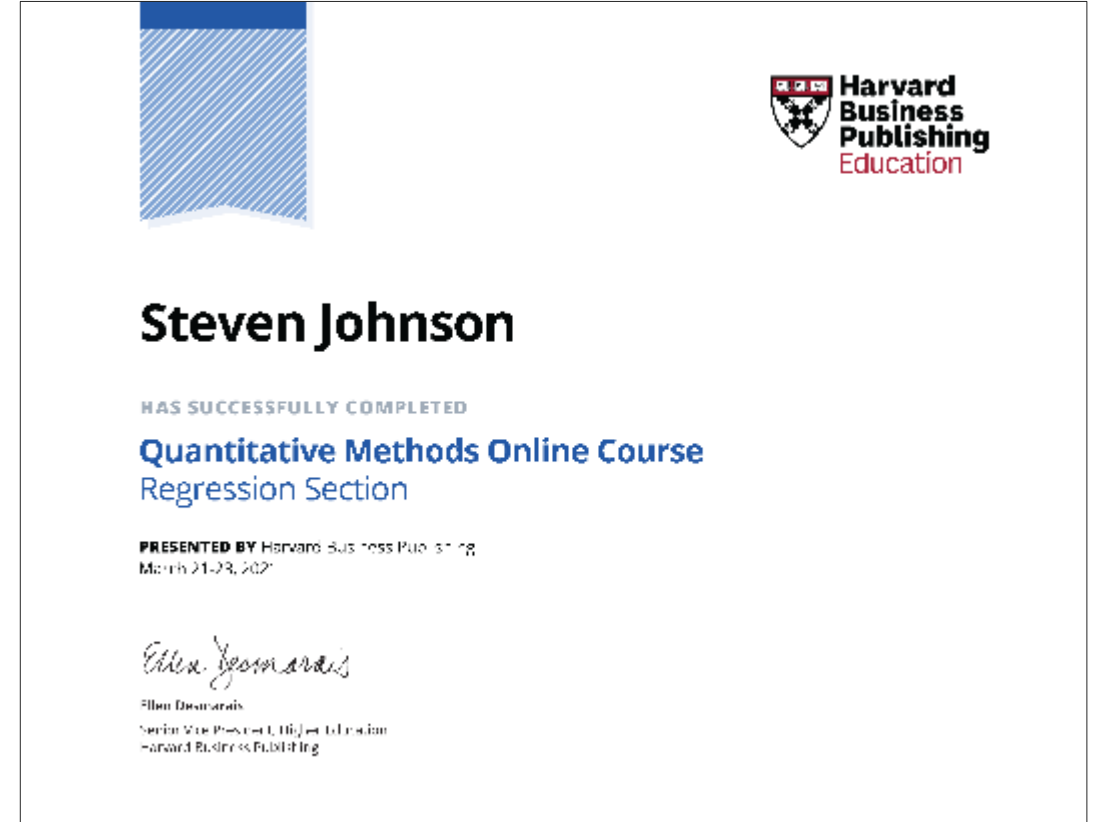
Online Course 在线课程

课程内容全面广泛

- 适用于高级别本科课程、MBA先修课程或课后总结作业
- 可选择完整或部分课程进行使用
- 附带系统随机生成的试题

课程内容：

- Finance
- Financial Accounting
- Management Communication
- Mathematics for Management
- Quantitative Methods
- Spreadsheet Modeling



学生完成课程学习要求后可获得
HBP结业证书



HARVARD ManageMentor®

哈佛管理导师 线上课程

[了解更多](#)

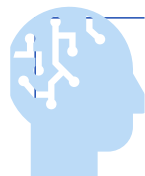
中英双语 哈佛管理导师 Harvard ManageMentor

数字化的学习内容

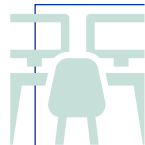
41 个模块

每个模块完成时长在2小时左右

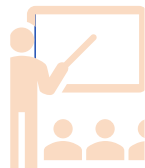
每个模块下属课程由3-5节课组成



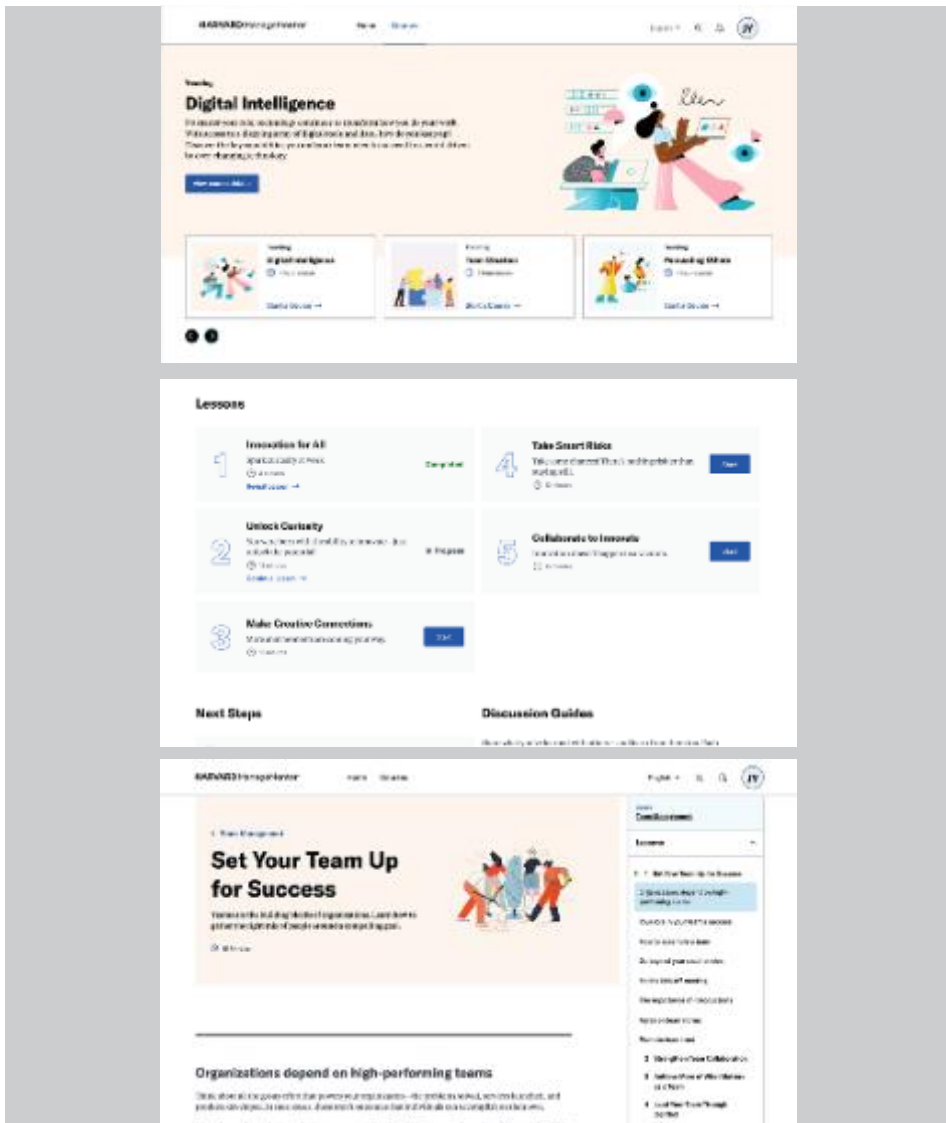
互动性线上学习工具、
平台



自主学习/互相学习/
实践反思三位一体的
主动式学习新体验



突破空间及时间限制，
随时随地进行学习



双语 哈佛管理导师 Harvard ManageMentor 使用场景

教学

E/MBA, 专硕前置课程

课程实践应用增强, 辅助行动学习

高管课程: 企业内部培训

创新

打造创新训练营项目 (招生、实践课)

校友关系: 联接毕业校友的桥梁

学生就业力塑造

配合实习、见习

本科及研究生核心职业素养培养 (职场能力训练板块)



企业伙伴

服务**80%**全球**500强**企业

陪伴**400万**世界各地管理者

历经**28年**持续更新

汇聚**数百位**全球顶级专家商业智慧



学生完成一个HMM课程合集的学习后可获得相应Credly电子徽章



Leadership

Students learn to hone their leadership skillset to succeed in a management role.



Early Career Readiness

Relieve students' first job jitters with an introduction to essential soft skills to ease their transition into the workforce.



Managing Yourself

Students discover their talents, explore career options, and manage themselves as they prepare to navigate life after graduation.



Business Fundamentals

Students gain an understanding of core business skills needed to thrive in the workplace.

教师如何将HBP教材融入课程大纲

基础知识学习

(课程基础知识点和理论)

核心课程 (Core Curriculum)

线上教程/课程

阅读文章

理论实践应用

(将所学理论应用到实践中并验证理论结果)

案例及辅助性教学资源

模拟

反思

(对学习结果进行反思)

文章

书本章节

线上教程

教师学术支持

A woman with short dark hair, wearing glasses and a yellow sleeveless top, is smiling and gesturing with her hands as if speaking or presenting. She is in a classroom or office setting with a world map and papers on the wall behind her. A blue horizontal bar is positioned below the title text.

教员账号

教员账号功能



- 免费查看所有案例及模拟的教案、PPT、速览等辅助材料（仅教员账号有此权限）



- 搜索查看哈佛商学院出版教学资源官网教材（带水印的教员版本教材仅限于教师备课使用，如需订购无水印的学生版本请查看P30详细信息。）



- 查看哈佛商学院出版教学资源官网 Teaching Center 教学辅导中心各项教师能力提升资源

For Educators

Educator Resources

View supporting materials.



Teaching Note

Comprehensive documentation of how to use the Simulation.

- ✓ Access to supplementary documents (Teaching Note, PPT Slides & etc.)
- ✓ Access to teaching guides and resources
- ✓ Free to register

案例教学、模拟教学技巧直播与回放

[链接](#)

Watch Previous Webinars

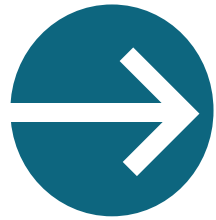
- All Webinars
- Case Teaching**
- Classroom Management
- Course Design
- Course Materials
- Digital Learning
- Diversity Equity and Inclusion
- Education Strategy
- Experiential Learning
- How I Teach
- Interactive Learning
- Perspectives
- Simulations
- Student Engagement
- Student Support
- Technology

<p>WEBINAR</p> <p>Exploring the Challenges and Opportunities in Online Case Teaching: Insights from Two Case Teaching Experts</p> <p>V.G. Narayanan, Thomas D. Casserly, Jr., Bill Schiano</p> <p>June 3, 2020</p>	<p>WEBINAR</p> <p>Deep Dive Into Case Teaching Online</p> <p>Bill Schiano</p> <p>April 21, 2020</p>	<p>WEBINAR</p> <p>Moving a Case Class Online</p> <p>Bill Schiano</p> <p>March 23, 2020</p>
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Perspectives	Simulations	Student Engagement	Student Support	Technology
<p>PRODUCT WEBINAR</p> <p>International Business Simulation: Market Entry</p> <p>Featuring Simulation Author Tim Rogmans</p> <p>November 1, 2023</p>	<p>PRODUCT WEBINAR</p> <p>Leadership Simulation: Patient Zero</p> <p>Featuring simulation author Christopher Robichaud</p> <p>October 3, 2023</p>	<p>PRODUCT WEBINAR</p> <p>IT Management Simulation: Cyber Attack!</p> <p>Featuring Simulation Author Robert D. Austin</p> <p>August 15, 2023</p>		
<p>PRODUCT WEBINAR</p> <p>Strategy Simulation: The Five Forces</p> <p>Featuring Simulation Author Rachel Wilson</p> <p>July 12, 2023</p>	<p>WEBINAR</p> <p>Giving Students Real-World Experience Through Simulations: Road-Tested Lessons and Advice</p> <p>Dr. Lillian Ajayi-Ore, Lucy Swedberg</p> <p>January 20, 2022</p>	<p>WEBINAR</p> <p>What I Always Wanted to Know About Simulations but Was Afraid to Ask: Your Questions Answered</p> <p>Lucy Swedberg, Ashley Parker, Abby Vargas</p> <p>December 16, 2021</p>		
<p>WEBINAR</p> <p>An In-Depth Look at How to Use Simulations in Your Online Classroom</p> <p>Michael Bean</p> <p>April 7, 2020</p>	<p>WEBINAR</p> <p>Bringing Simulations into Your Virtual Classroom</p> <p>Spela Trefalt, Lucy Swedberg</p> <p>March 26, 2020</p>			

持续性学术支持：

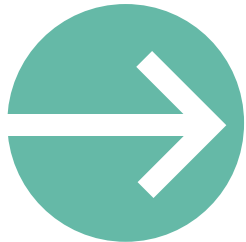
关键词搜索 – 利用搜索引擎缩小范围



Course Explorer “课程探索” 功能

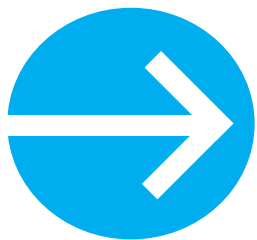
针对MBA核心课程以及商科院校教授的主要课程进行了教材匹配建议。共291个课程主题。点此[链接](#)

此外，还有更加严谨的**Course Modules** 课程模块教材匹配，加上了课程大纲和编排逻辑。



Curriculum Maps 课程大纲主题匹配支持

根据协议，为用户院校老师提供一定数量的定制化的详细的课程大纲主题内容匹配，需要提前4周申请。



Demos & Advice on Digital Teaching

数字化产品使用演示、指导建议

*需提前4周申请预约

Introduction; Utility of Macroeconomics for Business; Some basic concepts like GDP, inflation, rate of interest, Business Cycle, Okun's Law, Phillips Curve, Fiscal & Monetary Policy, etc.	3
Dubai: Global Economy.....	3
How Reducing Gender Inequality Could Boost U.S. GDP by \$2.1 Trillion	3
National Income Accounting: Three Approaches of Measuring GDP; Numerical Examples.....	3
The Economics of Gold: India's Challenge in 2013.....	3
The Economics of Well-Being	4
GDP Is a Wildly Flawed Measure for the Digital Age	4
Three Identities: $S = I$, $S = I + G + TR - TA + NX$, and $S = I + CA$	4
The Indian Economy: A Macroeconomic Turnaround	4
National Income Accounting.....	5
Income and Spending: Aggregate Demand (AD) in AD - Y plane; Multiplier; Incorporate Government; The Implication	5
Indian Rupee Crisis of 2013	5
Japan's Economy: Abenomics from the Front and Rearview Mirrors.....	6
Income and Spending: Effects of Changes in Taxes; Autonomous Spending on Equilibrium Income; Budget Surplus; Balanced Budget Multiplier; Numerical Examples	6



中国区
学术支持专员

Amy Zhang

Amyzhang@hbsp.harvard.edu

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哈佛商学院出版教学资源平台官方网站：<https://hbsp.harvard.edu/>

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联系方式：（电话）020-85221410 （邮箱）winonahuang@163.com

✓ 如需订购哈佛商学院出版教学资源平台官网教材：

请填写

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Thank you!

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