



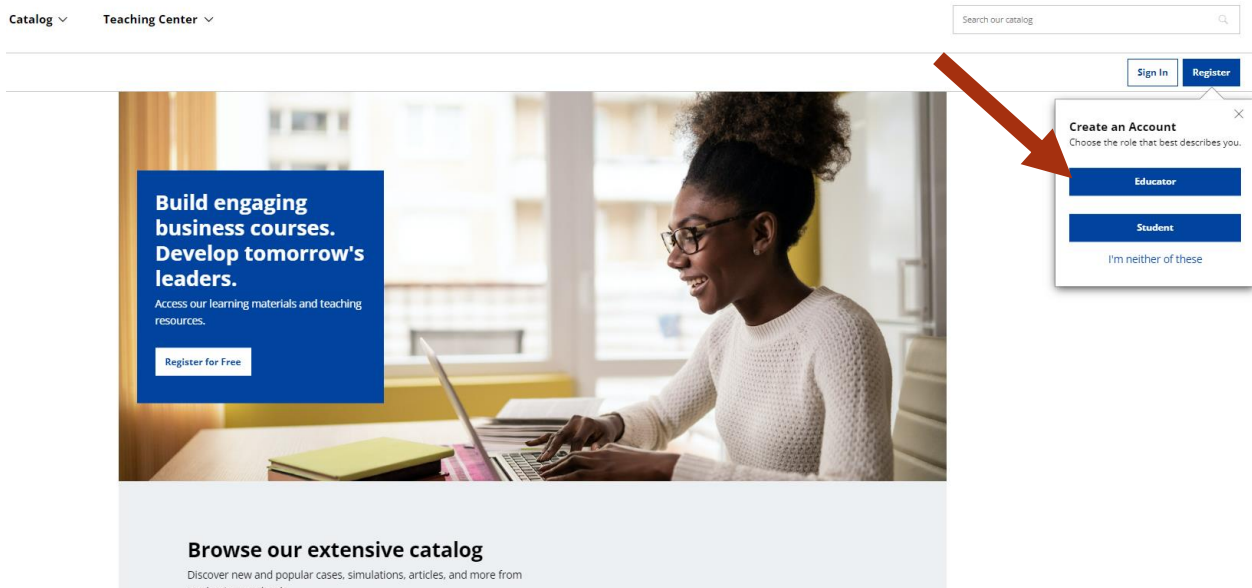
哈佛商学院出版教学资源平台

教员账号使用指南

2022.7

申请教员账号

尚未注册教员账号（Educator Account）的老师请在官网 <https://hbsp.harvard.edu/> 找到 Register 按钮选择 Educator，如已注册请点击 Sign in 登录。



The screenshot shows the Harvard Business Publishing Education website. At the top, there are navigation links for 'Catalog' and 'Teaching Center', and a search bar. Below the navigation, there is a large banner image of a woman working on a laptop. Overlaid on the banner is a blue box with the text: 'Build engaging business courses. Develop tomorrow's leaders. Access our learning materials and teaching resources. Register for Free'. To the right of the banner, there is a 'Sign In' button and a 'Register' button. A red arrow points from the 'Register' button to a 'Create an Account' modal. The modal has a close button (X) and the text 'Choose the role that best describes you.' Below this text are three buttons: 'Educator', 'Student', and 'I'm neither of these'. The 'Educator' button is highlighted with a blue background, indicating it is the selected option.

用英语填写注册信息，点击 Continue 完成注册信息提交。

Step 1 of 2: Create your free Educator Account

Already have an account? [Sign in.](#)

Email *

amy.zhang@hbsp.harvard.edu

University-issued email address preferred
This email address is already registered.
Want to log in?

First name *

First Name

Last name *

Last Name

Password *

.....

Your password must have:

- ✓ 10 or more characters
- ✓ Upper & lowercase letters
- ✓ At least one number
- ✓ At least 1 symbol @#\$%^&*+=
- ✓ No spaces or special characters outside of the list above

Confirm Password *

Confirm Password

Country *

Select country

University where you currently teach *

3G University

Start typing the name of your institution

Title *

Title

Primary Discipline *

Primary Discipline

I'm not a robot



[Continue to Verification Step](#)

请尽量使用有学校后缀名的邮箱注册

密码设置要求：

- ✓ 至少 10 位
- ✓ 同时包含大小写字母
- ✓ 至少包含一个数字
- ✓ 至少包含一个符号
- ✓ 无空格或特殊字符

填写所在院校英语名称，并在下拉框内找到对应院校（如想重新填写，请直接在框内输入新院校的名称即可，无需按删除键）。

填写职务

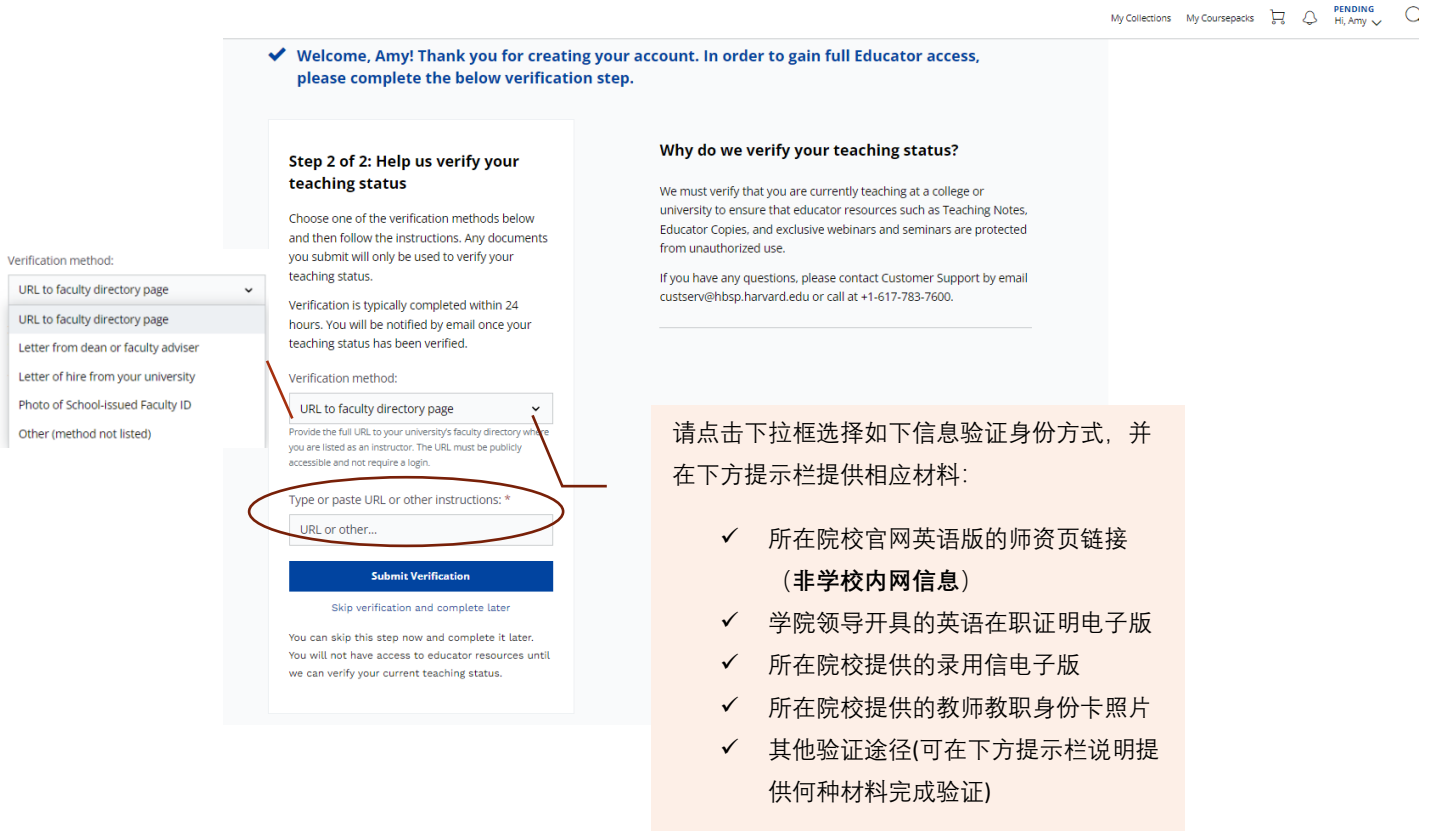
请务必勾选

University where you currently teach *

- Jiaotong University
- A.T. Still University of Health Sciences
- AAA School of Advertising
- Aachen University of Applied Sciences
- Aalborg University
- Aalen University
- Aalesund University College
- Aalto University

教员账号身份验证

提交注册信息后，将进入身份验证页面，请按要求填写或提供相关材料，点击 Submit 上传资料。



Verification method:

- URL to faculty directory page
- URL to faculty directory page
- Letter from dean or faculty adviser
- Letter of hire from your university
- Photo of School-issued Faculty ID
- Other (method not listed)

Step 2 of 2: Help us verify your teaching status

Choose one of the verification methods below and then follow the instructions. Any documents you submit will only be used to verify your teaching status.

Verification is typically completed within 24 hours. You will be notified by email once your teaching status has been verified.

Verification method:

URL to faculty directory page

Provide the full URL to your university's faculty directory where you are listed as an instructor. The URL must be publicly accessible and not require a login.

Type or paste URL or other instructions: *

URL or other...

Submit Verification

Skip verification and complete later

You can skip this step now and complete it later. You will not have access to educator resources until we can verify your current teaching status.

Why do we verify your teaching status?

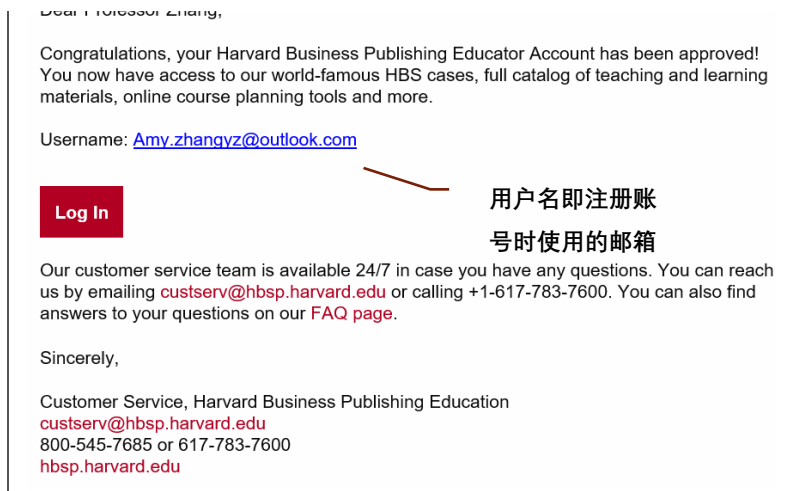
We must verify that you are currently teaching at a college or university to ensure that educator resources such as Teaching Notes, Educator Copies, and exclusive webinars and seminars are protected from unauthorized use.

If you have any questions, please contact Customer Support by email custserv@hbsp.harvard.edu or call at +1-617-783-7600.

请点击下拉框选择如下信息验证身份方式，并在下方提示栏提供相应材料：

- ✓ 所在院校官网英语版的师资页链接（非学校内网信息）
- ✓ 学院领导开具的英语在职证明电子版
- ✓ 所在院校提供的录用信电子版
- ✓ 所在院校提供的教师教职身份卡照片
- ✓ 其他验证途径(可在下方提示栏说明提供何种材料完成验证)

提交资料后，相关工作人员将会在三个工作日之内完成身份验证。通过验证后，教师将收到系统发送的 Educator Account Approved 提示邮件



Dear Professor Zhang,

Congratulations, your Harvard Business Publishing Educator Account has been approved! You now have access to our world-famous HBS cases, full catalog of teaching and learning materials, online course planning tools and more.

Username: Amy.zhangyz@outlook.com

Log In

用户名即注册账号时使用的邮箱

Our customer service team is available 24/7 in case you have any questions. You can reach us by emailing custserv@hbsp.harvard.edu or calling +1-617-783-7600. You can also find answers to your questions on our [FAQ page](#).

Sincerely,

Customer Service, Harvard Business Publishing Education
custserv@hbsp.harvard.edu
800-545-7685 or 617-783-7600
hbsp.harvard.edu

登录后如需修改密码或邮箱点击 Update Profile。

My Lists My Coursepacks EDUCATOR Hi, Amy

NOTIFICATION
Your email has been updated from [Amy.zhangyz@outlook.com] to [amy.zhang@hbsp.harvard.edu]. This is now your new username

Welcome back
Amy!
Status: **Verified Educator**
Discipline: **Teaching and the Case Method**
Institution: **HBP University**
Update Profile

找到 Profile Information 点击 Edit，进入修改页面。

VERIFIED EDUCATOR
Amy Zhang

Personal Info **Teaching Verification** **Teaching Assistants**

Profile Information [Edit](#) **Teaching Interests** [Edit](#)

Name: Amy Zhang
Email: amy.zhang@hbsp.harvard.edu
Password: *****

University Affiliation [Edit](#)

HBP University
Professor

Teaching Interests

Primary Discipline: Teaching and the Case Method
Interests:

Email Preferences

Visit the email preference center to select which emails you'd like to receive from Harvard Business Publishing.

Go to Email Preference Center

可直接在 Email 一栏修改邮箱地址。如需修改密码，找到 Change Password，输入新密码，确认新密码后点击 Save Password 保存新密码。

Personal Info

Profile Information

First Name
Amy (Mat Admin)

Last Name
Zhang

Email
amyzhang-matadmin@hbp.com

Password: ***** [Change Password](#)

Change Password:

Current Password
.....

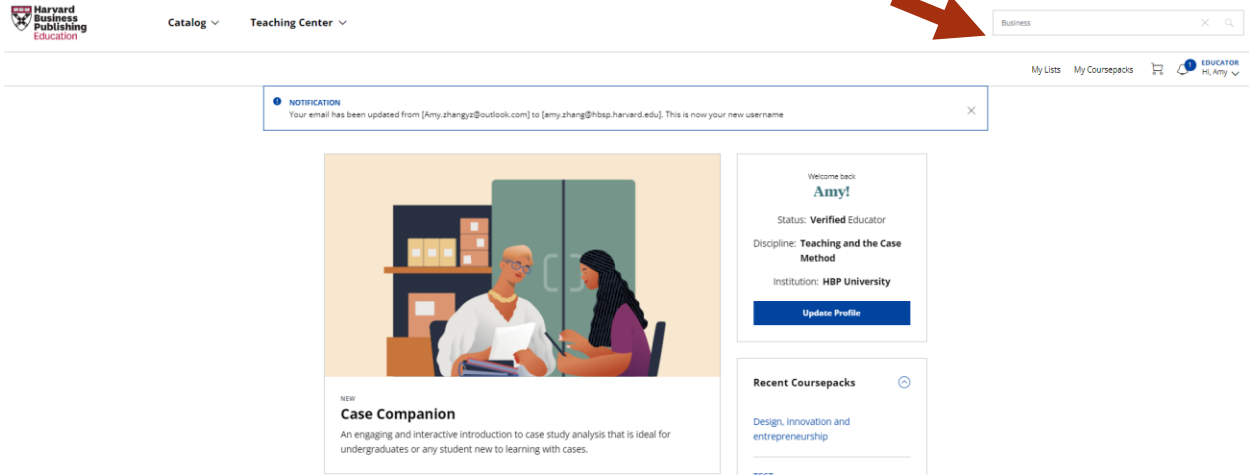
New Password
New Password

Confirm New Password
Confirm New Password

Save Password **Cancel**

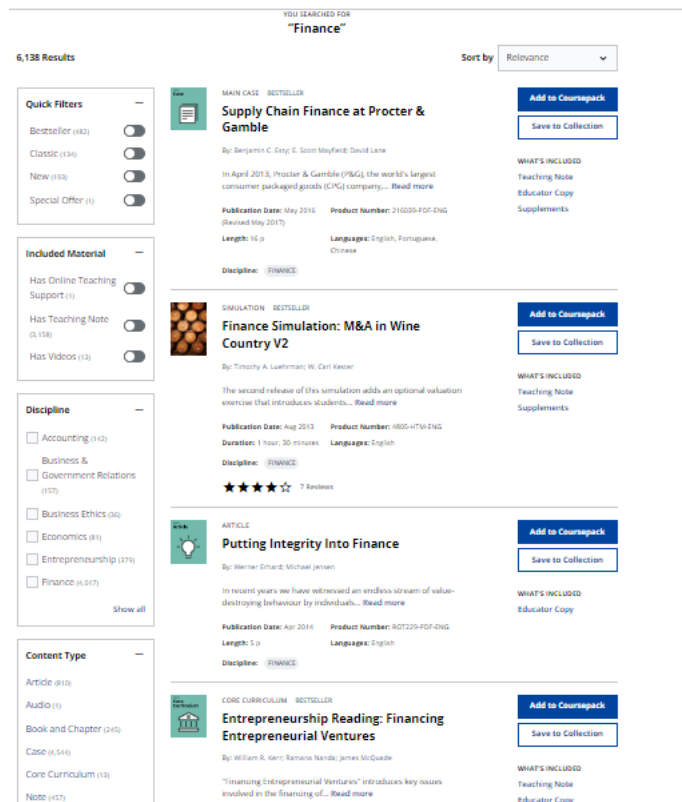
搜索课程内容

教师如果有明确的搜索目标信息（如：教材名称、编号），可以在主页最上方搜索栏键入相应信息、关键词直接进行搜索。搜索语言仅限英语（搜索中文内容也需使用英文版标题）



无明确目标时，可在搜索栏不键入任何信息，直接点击搜索键，再配合搜索叠加功能缩小范围。如无法查找到合适的内容，可联系 HBP 中国区负责老师（amy.zhang@hbsp.harvard.edu），申请免费的《课程教材建议与匹配》帮助，该服务需提前至少 4 周预约。

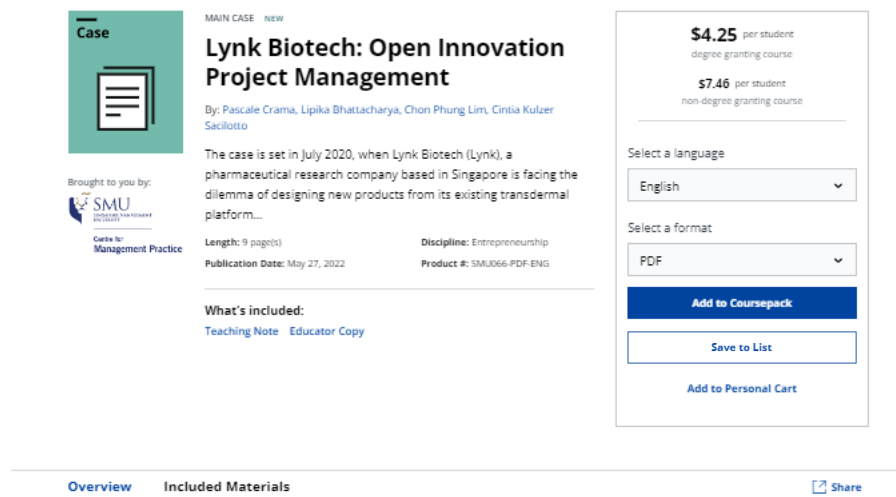
页面左侧有细化搜索的 Filters，可根据教材类型，教材配套资料，语言等筛选出教材。




试用教材及下载辅助资料

教员账号 (Educator Account) 能够免费预览完整的教材内容 (Educator Copy)、完整测试线上教程 (See a preview/Free Trail)、并获取教案 (Teaching Note)等其他配套资料。**授课使用订购由学院账号管理老师统一进行。**


以 Main Case 教材为例，点击 Included Materials 下载相关资料。



For Educators



Educator Copy
Access a full preview copy of the Main Case.



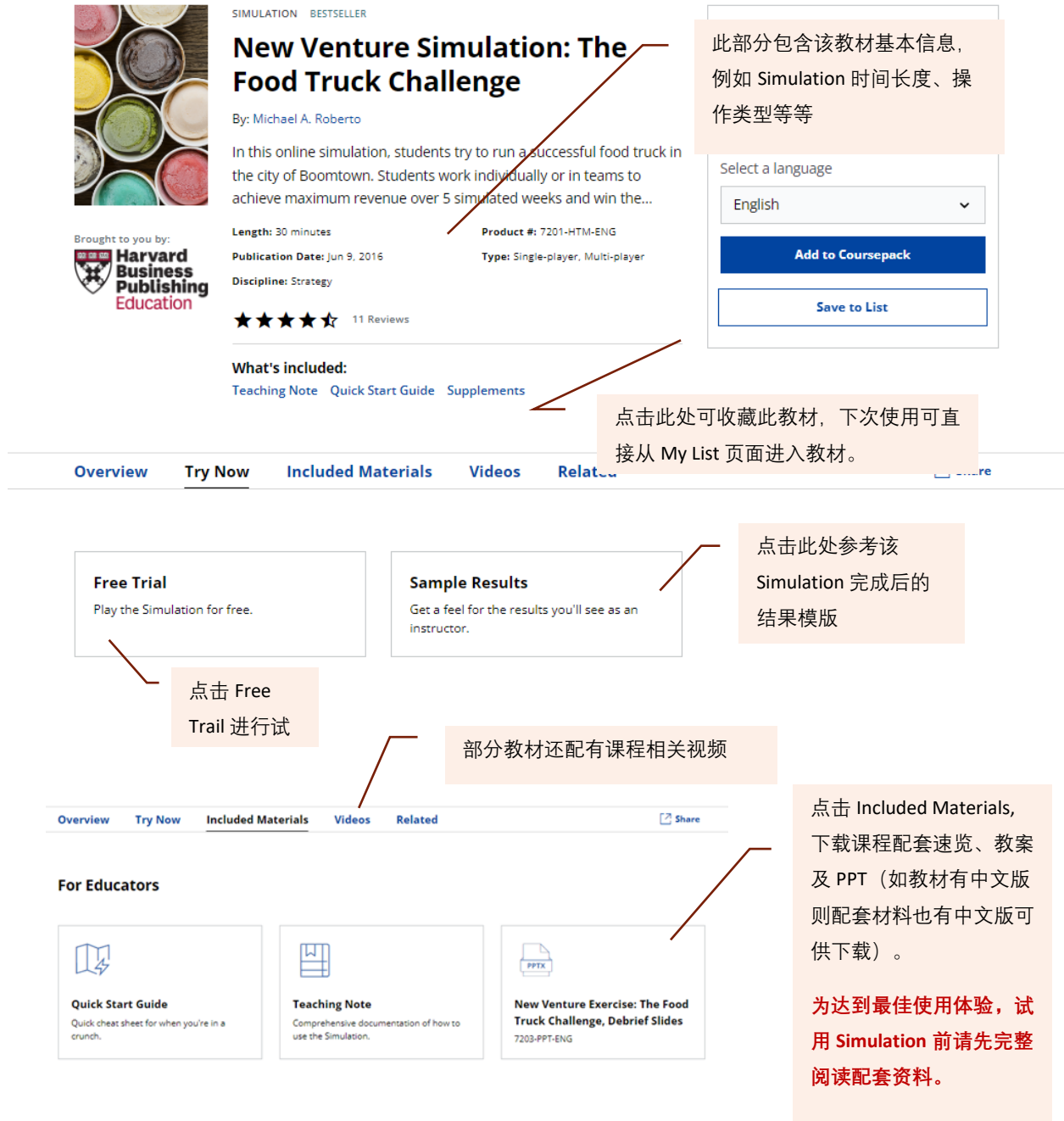
Teaching Note
Comprehensive documentation of how to use the Main Case.

点击图标，即可进入下载页面。并非所教材都配有 Teaching Note。

注意事项：

通过教员账号获取的预览教材和教案均印有 **Do Not Copy and Post** 水印，严格限于教员个人备课使用，不得以任何形式分享转载或转移给他人，也不能直接在课堂上给学生使用。

以下列 Simulation 为例，教师可在教材信息页找到以下信息：



Simulation Bestseller

New Venture Simulation: The Food Truck Challenge

By: Michael A. Roberto

In this online simulation, students try to run a successful food truck in the city of Boomtown. Students work individually or in teams to achieve maximum revenue over 5 simulated weeks and win the...

Length: 30 minutes **Product #:** 7201-HTM-ENG
Publication Date: Jun 9, 2016 **Type:** Single-player, Multi-player
Discipline: Strategy

★★★★☆ 11 Reviews

What's included:
[Teaching Note](#) [Quick Start Guide](#) [Supplements](#)

Select a language
English

Add to Coursepack

Save to List

Overview **Try Now** [Included Materials](#) [Videos](#) [Related](#)

Free Trial
Play the Simulation for free.

Sample Results
Get a feel for the results you'll see as an instructor.

Click Free Trail 进行试

部分教材还配有课程相关视频

Click Included Materials, 下载课程配套速览、教案及 PPT (如教材有中文版则配套材料也有中文版可供下载)。
为达到最佳使用体验，试用 Simulation 前请先完整阅读配套资料。

For Educators

Quick Start Guide
Quick cheat sheet for when you're in a crunch.

Teaching Note
Comprehensive documentation of how to use the Simulation.

New Venture Exercise: The Food Truck Challenge, Debrief Slides
7203-PPT-ENG

教材订购注意事项

教材订购由各院校订购老师统一负责。确定需要用于授课的材料后，将所需教材的英文标题、所教课程名称、课程年级、上课学生人数、以及希望分发给学生方式（纸质打印分发或者电子分发）等信息提交给订购老师。

订购老师使用学院专属账号统一订购，即获得等同于学生人数的使用授权，以及无水印且标注使用者版权信息的正规教材文本。

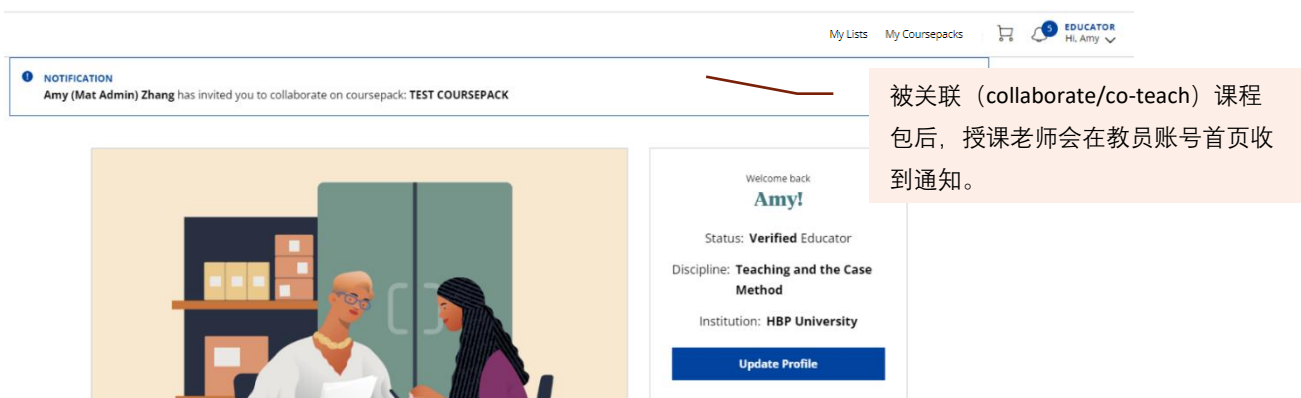
教师为不同班级不同学生使用相同教材授课时，需要分别申请。同样的，**每一个学期即时重复使用同样的教材，只要学生发生变化，都需要重新申请**。哈佛商学院出版社需要根据这些记录相应地向教材作者支付版税。

纸质打印分发

若选择纸质版本，任课老师收到后分发给到学生即可。

电子分发

如选择电子分发，请将激活了的课程包 student link 发送给学生。订购老师在激活课程包后可立刻获得该链接。或者，任课老师也可以在订购老师完成其教员账号关联步骤后，在自己的教员账号课程包中直接获得该链接。学生收到链接，通过链接简单注册后，生成学生账号，登录即可使用（注，此种方法教师将不再收到纸质版本）。除中国服务器平台 simulation 以外的 E-learning 教材订购后，订购老师会关联 (collaborate/co-teach) 授课老师的教员账号，任课老师将会在自己的教员账号里查看到相关的课程包 (course pack)，同样学生在收到课程包 student link 后注册登录即可使用。



The screenshot shows a user interface for an educator's profile. At the top right, there are navigation links for "My Lists" and "My Coursepacks", along with a shopping cart icon and a user profile icon labeled "EDUCATOR Hi Amy". A notification banner at the top left states: "NOTIFICATION Amy (Mat Admin) Zhang has invited you to collaborate on coursepack: TEST COURSEPACK". The main content area features an illustration of two people in a classroom setting. To the right of the illustration is a profile card for "Amy!" with the following details: "Status: Verified Educator", "Discipline: Teaching and the Case Method", and "Institution: HBP University". Below the profile card is a blue button labeled "Update Profile". A callout box on the right side of the profile card contains the text: "被关联 (collaborate/co-teach) 课程包后，授课老师会在教员账号首页收到通知。"

NOTIFICATION
Amy (Mat Admin) Zhang has invited you to collaborate on coursepack: **TEST COURSEPACK**

Search within My Coursepacks CREATE COURSEPACK +

ALL COURSEPACKS PUBLISHED UNPUBLISHED EXPIRED

Educator Test
UNPUBLISHED Jul 15, 2022 — Jan 11, 2023 VIEW SHARE REMOVE

TEST COURSEPACK
PUBLISHED Jul 08, 2022 — Jan 04, 2023 1 Collaborators VIEW SHARE REMOVE

课程包被关联后会出现在教员账号 My Coursepacks 页面

订购老师将课程包成功关联 (collaborate/co-teach) 教员账号后, 系统会自动发送课程包 student link 邮件至教员注册邮箱。

Education website: Invitation to collaborate on a coursepack

Harvard Business Publishing <no-reply@harvardbusiness.org>
To: Amy Zhang

Reply Reply All Forward ...

Fri 7/15/2022 7:10 PM

Dear Amy Zhang,

Amy (Mat Admin) Zhang has invited you to collaborate on the following coursepack:
TEST COURSEPACK.

Please log in or register to access this coursepack:
<https://hbsp.harvard.edu/coursepacks/952843>

Sincerely,
Harvard Business Publishing
techhelp@hbsp.harvard.edu
800-810-8858 or 617-783-7600 (outside the U.S. and Canada)
hbsp.harvard.edu

课程包链接

NOTIFICATION
Amy (Mat Admin) Zhang shared this coursepack with you: **TEST COURSEPACK**

My Coursepack Edited by Amy (Mat Admin) Zhang on Jul 8, 2022 at 7:50pm | Created on Jul 8, 2022

TEST COURSEPACK
July 8, 2022 - January 4, 2023

EDIT DETAIL ADD CONTENT REUSE COLLABORATE / CO-TEACH SHARE WITH COLLEAGUE STUDENT VIEW

Student Link
<https://hbsp.harvard.edu/import/952843> COPY LINK

Enrollment
1 out of 22 (4.55%)
SHOW ROSTER

Current Price
\$4.25 required

进入课程包, 点击 Show Roster 可获取学生名单

授课老师点击 Copy Link 复制课程包 student link, 自行发送 (也可由订购老师发送) 给学生后, 学生自行注册登录使用课程包。



网站使用过程中如发生任何问题，请及时联系 24 小时客服 Email: custserv@harvardbusiness.org 或者在网站左下角点击**HELP** 标识，与客服进行即时咨询（工作语言：英语），也可联系学术支持专员Amy Zhang（Email: amy.zhang@hbsp.harvard.edu，Mobile: 18521348061）。

