

向最好的學習

透過**HBP Student Success Package**，為您的課堂帶來最好的教學工具。

HBP Student Success Package 由「**HBS Select Case Study Collection**哈佛精選案例研究」和「**Core Curriculum**哈佛商學核心概念導讀」兩個部分組成，它使學生能夠以批判性思維和創造力來解決現實世界中的商業問題。



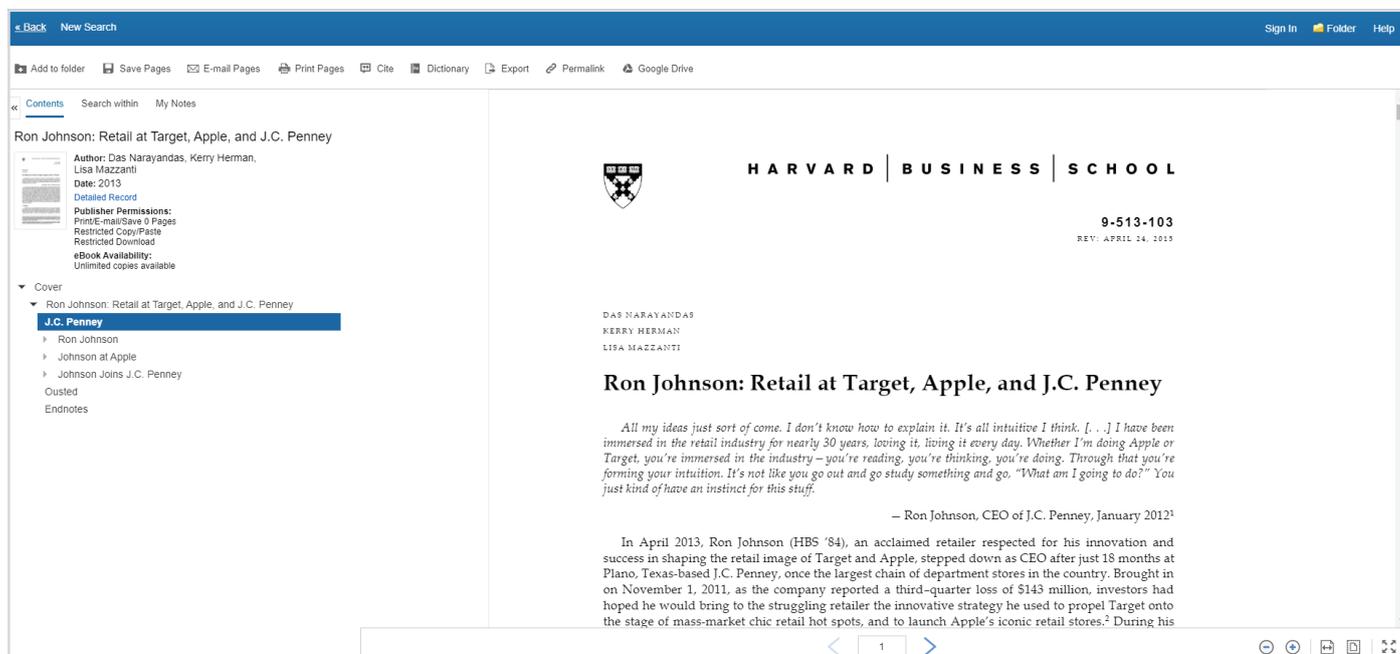
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HBS Select Case Study Collection

哈佛精選案例研究的方法論

「HBS Select Case Study Collection哈佛精選案例研究」提供了2,200多份哈佛商學院的案例研究。每個案例研究都提供了身臨其境的真實商業和公司企業情境，以幫助學生檢視與商業和社會動態的相關問題，駕馭變化萬千的工作場所、學習管理團隊、如何制定個人決策和自身職業發展。



您可以在課堂上如何使用案例研究？

案例教學的發展與應用已行之有年。無論是在教師準備商學類學科課堂上的豐富性以及學生對於理論與實務上的吸收都有顯著的效果。哈佛精選的個案不僅適合課堂，也相當適合學生自修與討論。以最真實的情境快速吸收頂尖企業的經驗與教訓。以下簡單列出一般教學課程上的案例較學方式。教師與學生可以依照主題或需求做出最適合的變化。

分析

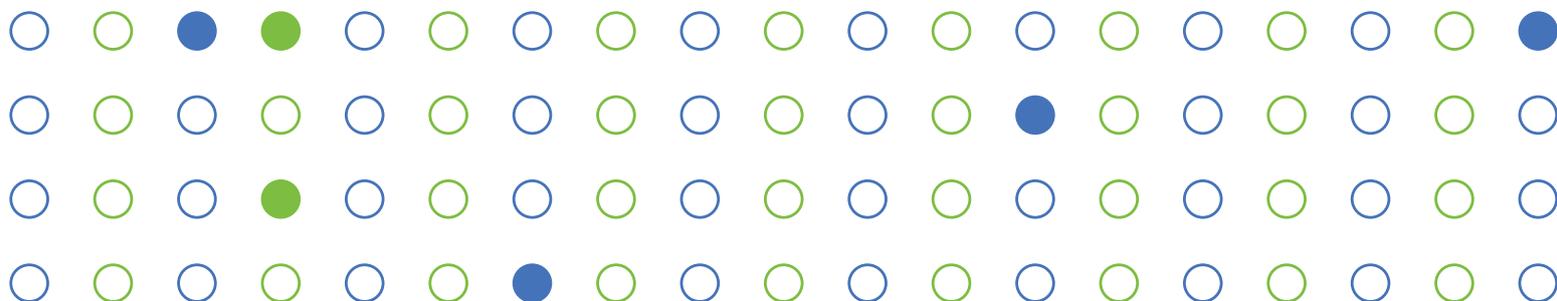
教師可以為案例研究選擇材料。學生則應該閱讀案例，找出問題所在，並提出自己的見解以尋求解決方案。

分享

教師可以將學生分組，以討論個案中的難題，並就潛在的解決方案進行協作。

評估

教師和學生群組將一起分析和評估最終決定，以確定所提出問題的最佳解決方案。



Core Curriculum 哈佛商學核心概念導讀

「Core Curriculum 哈佛商學核心概念導讀」提供了哈佛商學院教師所撰寫的76篇讀物。每份文檔都包含一份教學筆記，以幫助講師深入了解案例。此外，每篇導讀都提供相關的課程材料、35份試題庫、練習題、短片和互動式圖表，以增強學生對特定主題的理解。

您可以在課堂上如何使用哈佛商學核心概念導讀？

課前準備

教師可以為學生分配哈佛商學核心概念導讀作為課前預習資料。學生可以在課堂上就所涵蓋的概念進行討論。

課堂教學中

教師可以利用導讀中的資料提醒和問題來解釋和指導學生。互動式圖表可增強學生對關鍵主題的理解和實際操作。

下課之後

教師可以為學生分配其他相關問題，以便進行小組討論和個人研究。

VIDEO 2 The Feedback Loop



Scan this QR code, click the icon, or use this link to access the video: bit.ly/hbsp2ulemh

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 activities. This is all part of defining the business model, discussed in the sidebar “What Is a Business Model?”

短片清楚明瞭的演示產業界領導者以及哈佛商學院教師的最佳實務分享。

概念補充和問題練習：快速了解商業概念和基礎框架以及背後的小故事。

What is a Business Model?

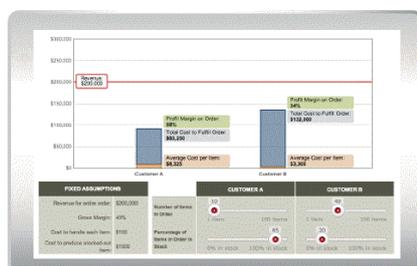
A venture's business model is an interconnected set of choices affecting how the enterprise provides unique value to customers—and how it will design its own and its partners' activities to deliver that value while earning a profit. Savvy entrepreneurs design and continually adapt their sales and marketing 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 reach its target customers? How will the venture communicate about 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/hbsp2pKuVF4



互動式圖表突顯不同的商學主題和關鍵的基礎概念。學生也可以透過實際操作更了解實務上的應用。