

How to Set up an Educator Premium Account at Harvard Business Publishing Website

Please go to <http://cb.hbsp.harvard.edu/cb/register> to register an Educator Premium account. This account allows you to make HBS case studies and notes available to your students at a discount. Harvard Business Review **periodical articles** are available through the library. This account also provides access to free Educator Copies of full-text cases, notes, articles and chapters for faculty use.

Please note:

- A university email address is preferred.
- When asked to “provide the specific web address/URL of where you are listed as a professor in your university's online faculty directory”,
 - For full time faculty and Senior Professional Instructors, please list the direct URL to your bio page (http://carey.jhu.edu/faculty_research/)
 - For other professional faculty, please list university homepage, <http://www.jhu.edu/> After registration, you will have to wait a few days for your account to be verified. Once your account is verified, you will then receive an email confirmation and you are good to go.

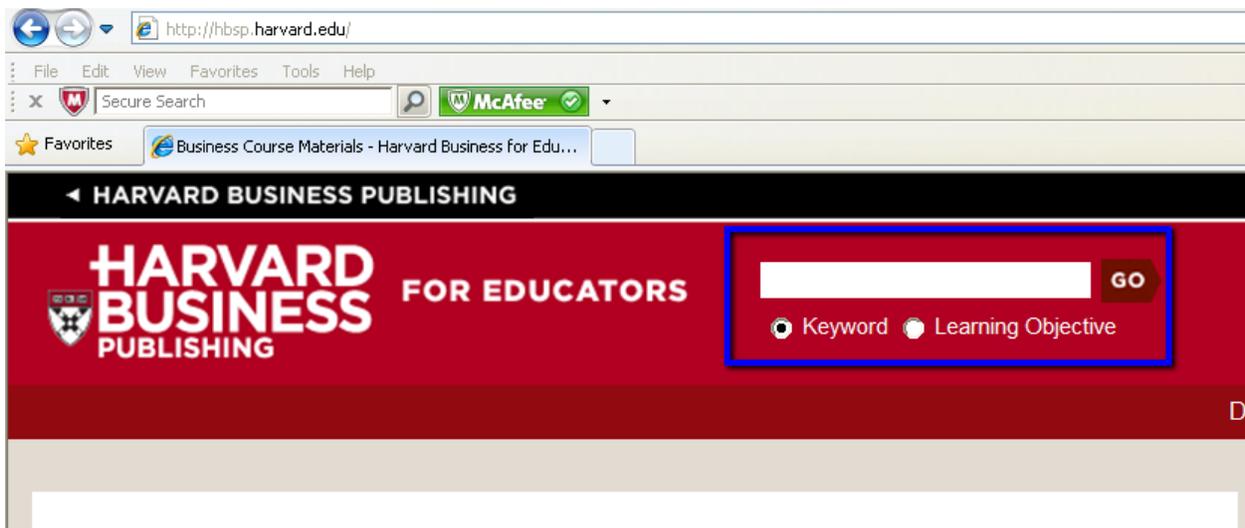
If you have any issues with account set up, please contact their customer service <http://hbsp.harvard.edu/list/contact-us>.

After your educator account is set up, you will then be able to create a coursepack directly at Harvard Business Publishing Website <http://hbsp.harvard.edu/>.

How to Create a CoursePack at Harvard Business Publishing Website

Creating a course pack provides students with convenient access to fee-based content that is unavailable through the library (case studies and notes).

1. Go to <http://hbsp.harvard.edu/>
2. Sign in your Educator Premium account. If you haven't done so, please set up one. For details, please refer to the previous page.
3. Use the search function to find the course materials you would like to use in your course.



4. Add the selected course material to your course by clicking on the “add to” button

CASES

Amazon.com: Going Public
William A. Sahlman, Laurence E. Katz

Teaching Note
Educator Copy

Revision Date: Aug 03, 1999
Publication Date: Oct 22, 1998
Discipline: Entrepreneurship
Source: HBS Premier Case Collection

Product number: 899003-PDF-ENG
Length: 32p

English PDF

English PDF
+ ADD TO

Also Available in:
[English Hardcopy Black & White](#)

5. You will be asked where to add this course material. Please select “Course” and click on Go.

ADD TO: X

Choose where to add this course material. You can add to an existing folder or course, or you can create a new folder or course in the next step.

My Library
 Folder
 Course

or

Add material to your shopping cart to purchase a copy -master, copyright permissions, or for personal use.

Cart

GO

- If you have already created the course that you would like to put the course materials in, then select this course and click on "OK". If not, you will need to create a new course.

Select A Course For Library Items

Course ↕	Status ▾
test	Active
Test Entrepreneurial Ventures	Expired
Gao Test Course	Expired
Networked Organizations	Expired

⚠ Select a Course and click OK or select Cancel to exit.
 ⚠ Click on Create New Course to make a new course.

- Fill in all the required information and click on OK.

Please note:

- Unless a special payment option is made for your students or the course materials are covered in the tuition, all the students are supposed to pay for their own course materials. Please select "Student" for Payment Type.
- Please check ISIS to find out course enrollment number, start and end dates.

Set Up Course

Notes to display to students:

⚠ Type the information in each box. Boxes marked with an asterisk (*) are required information. You can change the course information, including the Start and Stop Dates and the Enrollment Number, at any time before you activate the course.
 ⚠ The enrollment number will not limit students' access to materials. Accurate enrollment allows us to manage site traffic and course activity.
 ⚠ If your course is affiliated with an institution not listed here or you need to create a course which is longer than 6 months, please contact HBP Customer Service at custserv@hbsp.harvard.edu or 800-545-7685.

- Repeat the steps above to find and put all the course materials into your course. After you have all the course materials selected, it is time to create a coursepack link and share the link with your students.
- In the right column under “My Library Snapshot”, click on the course and open it.

Viewing 10 results out of 758 Page 1 2 3 4 5 Next Last

ARTICLES **Most Popular**

Why Entrepreneurs Don't Scale Educator Copy
John Hamm

Publication Date: Dec 01, 2002 **Product number:** R0212J-PDF-ENG English PDF
Discipline: Entrepreneurship **Length:** 6p **+ ADD TO**

Source: Harvard Business Review

Also Available in:
[English Hardcopy Black & White](#)

Write A Review
> SHOW DETAILS

ARTICLES **Most Popular**

The Questions Every Entrepreneur Must Answer Educator Copy
Amar V. Bhide

Publication Date: Nov 01, 1996 **Product number:** 96603-PDF-ENG English PDF
Discipline: Entrepreneurship **Length:** 13p **+ ADD TO**

Source: Harvard Business Review

MY LIBRARY SNAPSHOT
Go To My Library

Folders Courses **All Materials**

Demo - Marketing (Open)

HBR ARTICLE
Why Entrepreneurs Don't Scale
John Hamm

HBR ARTICLE
The Questions Every Entrepreneur Must Answer
Amar V. Bhide

HBR ARTICLE
How Entrepreneurs Craft Strategies That Work
Amar V. Bhide

HBR ARTICLE
The Reluctant Social Entrepreneur
Steven Prokesch

- This page will list all the course materials you have selected and the price for each piece. Double check and make sure everything is all right. If you would like to make any change, click on “Edit Coursepack”. Otherwise, click on “Activate Coursepack”.

Coursepack: Demo - Marketing

Coursepack Setup **Student View**

Finished adding items to your coursepack? Click **Activate Coursepack** to create a coursepack link for your students.

Status:	Pending	Created:	Jul 25, 2011
Course Number:		Last Update:	Jul 25, 2011
Start Date:	Jul 25, 2011	End Date:	Jan 25, 2012
Professor Name:			
Acquired Coursepack:	0 of 11 (0%) View		

Note: This information shows you how many of your students have retrieved the course material.

Notes to display to students (edit)

- Edit Coursepack**
- Activate Coursepack**
- Share with Colleagues**
- Reuse Coursepack**
- Change Order of Items**
- Delete Coursepack**

11. Double check the information and click on “Activate Course”

Activate Course

Name:* Demo - Marketing	Course Number: BU.123.456.78	<p>⚠ Type the information in each box. Boxes marked with an asterisk (*) are required information. You can change the course information, including the Start and Stop Dates and the Enrollment Number, at any time before you activate the course.</p> <p>⚠ The enrollment number will not limit students' access to materials. Accurate enrollment allows us to manage site traffic and course activity.</p> <p>⚠ If your course is affiliated with an institution not listed here or you need to create a course which is longer than 6 months, please contact HBP Customer Service at custserv@hbsp.harvard.edu or 800-545-7685.</p>
Start Date:* Jul 25, 2011	Enrollment Number:* 11	
End Date:* Jan 25, 2012	Course Level:* MBA	
Payment Type:* Student	Institution:* The Johns Hopkins University	
Professor Name: Prof. Demo		
Discipline:* Entrepreneurship		

Notes to display to students:

Activate Course **Cancel**

12. A coursepack link was created for you. Share the link with your students so they can click on the link and purchase all the course materials.

Coursepack: Demo - Marketing

Coursepack Setup **Student View**

Coursepack link: <http://cb.hbsp.harvard.edu/cb/access/9739344>

Distribute the coursepack link to students. Click **Email to Students** to send the coursepack link and instructions for gaining access to course materials. You can also copy + paste the coursepack link to your campus platform.

Status:	Active	Created:	Jul 25, 2011
Course Number:	BU.123.456.78	Last Update:	Jul 25, 2011
Start Date:	Jul 25, 2011	End Date:	Jan 25, 2012
Professor Name:	Prof. Demo		
Acquired Coursepack:	0 of 11 (0%) View		

Note: This information shows you how many of your students have retrieved the course material.

Notes to display to students ([edit](#))

- Edit Coursepack
- Email to Students
- Share with Colleagues
- Reuse Coursepack
- Deactivate Coursepack
- Change Order of Items
- Delete Coursepack