

Universidad EAFIT

Centro Cultural Biblioteca Luis Echavarría Villegas

Gestión de Recursos de Información

Plataforma Casos Harvard

Guía de registro y acceso

Registro

1) Ingrese a la página web : <http://hbsp.harvard.edu/>

The screenshot shows the Harvard Business School Business Course Materials website. The browser address bar displays 'hbsp.harvard.edu'. A red oval highlights the URL in the address bar. The page features a navigation menu with 'VISIT HARVARD BUSINESS SCHOOL' and 'PRODUCTS'. A search bar is present with the text 'Begin search for HBS CASES.'. The main content area includes a 'REGISTERED USER? LOGIN NOW >' button and a 'NOT A USER? REGISTER NOW.' section with a list of benefits: Educator Copies, Teaching Notes, and Student Pricing. Below this is a 'TEACHING RESOURCES' section with 'DISCIPLINES', 'LEVELS', and 'GUIDES' tabs. The 'DISCIPLINES' list includes Accounting, Business Ethics, Business & Government Relations, Economics, Entrepreneurship, Finance, General Management, Human Resource Management, Information Technology, International Business, Marketing, Negotiation, Operations Management, Organizational Behavior, Sales, and Service Management. The 'Also of Interest' section lists Brief Cases, Case Analysis Coach, Course Material on Tablets, eLearning, HBR Case Discussion, Partner Case Collections, Video Shorts, and Video Supplements. The 'Online Simulations' section features a quote from Professor Willy C. Shih: 'A simulation forces students to synthesize and integrate what they read and make actual decisions based on facts or data presented in the case. Simulations give students a temporal dimension, an opportunity to experience outcomes that change based on their inputs over time.'

2) De click en la opción **REGISTER NOW**

The image shows a screenshot of the Harvard Business School website for educators. The browser address bar shows "hbsp.harvard.edu". The page features a red header with the Harvard Business Publishing logo and a search bar. Below the header, there are navigation links for "DISCIPLINES", "PRODUCTS", and "PCL & CASE METHOD". The main content area includes a section for "BRIEF CASES" with the text "Audio Brief Cases now available" and a "REGISTERED USER? LOGIN NOW >" button. A magnifying glass is positioned over the "REGISTERED USER? LOGIN NOW >" button, and a red arrow points to the "REGISTER NOW" link in the "NOT A USER? REGISTER NOW." section. The "NOT A USER? REGISTER NOW." section also includes a list of benefits for Educator Access: Educator Copies, Teaching Notes, and Student Pricing, with an "APPLY NOW" button. A search bar with the text "Begin search for HBS CASES." is also visible. On the right side, there is a "TEACHING RESOURCES" section with a list of disciplines and levels.

HARVARD BUSINESS PUBLISHING FOR EDUCATORS

DISCIPLINES ▾ PRODUCTS ▾ PCL & CASE METHOD

BRIEF CASES
Audio Brief Cases now available
Due to popular demand, audio versions of many Brief Cases are now available. When students have the PDF version of a Brief Case in a course, they have the opportunity to use the audio version.

REGISTERED USER? LOGIN NOW >

NOT A USER? REGISTER NOW.
In addition, instructors can apply for Educator Access. Benefits include:

- Educator Copies
- Teaching Notes
- Student Pricing

APPLY NOW

Begin search for HBS CASES.

TEACHING RESOURCES

DISCIPLINES

- Accounting
- Business Ethics
- Business & Government Relations
- Economics
- Entrepreneurship
- Finance
- General Management
- Human Resource Management
- Information Technology
- International Business
- Marketing
- Negotiation
- Operations Management
- Organizational Behavior
- Sales
- Service Management

LEVELS

GUIDES

3) En la sección **Educator Premium** de click en la opción **Register Now**

The screenshot shows the Harvard Business School website's registration page. The browser address bar displays "cb.hbsp.harvard.edu/cb/register". The page header includes the Harvard Business Publishing logo, a search bar, and navigation links for "DISCIPLINES", "PRODUCTS", and "PCL & CASE METHOD".

The main content area is titled "Choose Your Role" and lists three options:

- Educator Premium**: Includes a "Register Now" button (highlighted with a red circle and arrow) and a list of benefits: "Access to Educator Copies of full-text cases, notes, articles, and chapters.", "Access to Teaching material", and "Preview online courses and simulations." A "REGISTERED USER? LOGIN NOW >" link is also visible.
- Higher Education Individual**: Includes a "Register Now" button and a list of benefits: "Save course materials for offline use", "Create, view, and share course packs", and "Available to general site users." An "APPLY NOW" button is also present.
- Administrator Basic**: Includes a list of benefits: "Acts on behalf of one or more Premium Educators.", "Access to Educator Copies of full-text cases, notes, articles, and chapters.", "Preview online courses and simulations.", "Email Teaching Notes/Plans to associated Premium Educators.", and "Create Folders and Coursepacks on behalf of Premium Educators."
- Student**: Includes a list of benefits: "Use the course URL provided by your instructor to access your course."

4) Diligencie cada uno de los campos solicitados. Los marcados al final con asterisco (*) son obligatorios.

5) De click en la opción **Register**

The image shows a screenshot of the Harvard Business Publishing registration page for educators. The page is titled "Register" and contains a form with several sections:

- Personal Information:** Fields for First Name, Last Name, Email, Country, Address Line 1, Address Line 2, Address Line 3, State, Postal Code, Business Phone, and Other Phone.
- University Affiliation:** Fields for University Name, University Web Site URL, Department, and Primary Discipline.
- Username and Password:** Fields for Username, Password, and Confirm Password.
- Research and Teaching Interests:** A list of disciplines with checkboxes, including Accounting, Business & Government Relations, Business Ethics, Economics, Entrepreneurship, Finance, General Management, Human Resource Management, Information Technology, International Business, Marketing, Negotiation, Operations Management, Organizational Behavior, Sales, Service Management, Social Enterprise, and Strategy.

A red box highlights the form fields, and a blue circle with the number "4" is placed over the top of the form. A red circle with the number "5" highlights the "Register" button. A red arrow points from the "Register" button to the "DISCIPLINES" section at the bottom of the page.

6) Harvard Business Publishing le solicitará por correo electrónico su acreditación como docente de la Universidad, para lo cual debe enviar el link correspondiente a página web de planta docente de su programa académico.

Ejemplo:

<http://www.eafit.edu.co/programas-academicos/pregrados/ingenieria-procesos/informacion-academica/Paginas/planta-docente-.aspx#.Ui8xjMbr01o>

Si no aparece en el listado, o si es profesor de cátedra, envíe el “username” con que se registró en la plataforma a: Leonardo Valencia – lvalen19@eafit.edu.co para proceder a activarlo

Acceso

1) De click en la opción **SIG IN**

The screenshot shows the Harvard Business Publishing website for educators. The page has a red header with the Harvard Business Publishing logo and navigation links. A central banner area contains a 'SIGN IN' button and text for 'REGISTERED USER? LOGIN NOW >' and 'NOT A USER? REGISTER NOW.' A blue circle highlights the 'SIGN IN' button and the 'REGISTERED USER?' text. To the right, there is a 'REGISTERED USER? LOGIN NOW >' button and a 'NOT A USER? REGISTER NOW.' button. Below the main banner, there are sections for 'ELEARNING', 'Also of Interest', and 'DISCIPLINES'.

2) Ingrese el Username y el Password. A continuación de click en la opción **Login**

Harvard Business Publishing FOR EDUCATORS

Keyword Learning Objective

DISCIPLINES PRODUCTS PCL & CASE METHOD

Harvard Business for Educators

Please enter your username and password to login.

Username:

Password:

Login Cancel

Forgot your Username or Password?

Contact Us

1

2

3

SITEMAP

DISCIPLINES

- Accounting
- Business Ethics
- Business & Government Relations
- Economics
- Entrepreneurship
- Finance
- General Management
- Human Resource Management
- Information Technology

INTERNATIONAL MARKETING

- International Marketing
- Marketing
- Negotiation
- Organizational Behavior
- Sales
- Service Management
- Social Enterprise
- Strategy

HARVARD BUSINESS PUBLISHING

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Harvard Business Publishing Higher Education Corporate Learning Harvard Business Review

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Cualquier inquietud sobre esta guía puede dirigirla al Área de Gestión de Recursos de Información a:

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