HSTalks

The Business & Management Collection

A multimedia resource for teaching and learning

商学及管理演讲视频数据库

与国际大师面对面

FlySheet

上海飞资得信息技术

大纲

1 认识 HSTalks-The Business & Management Collection

2 The Business & Management Collection 能做什么

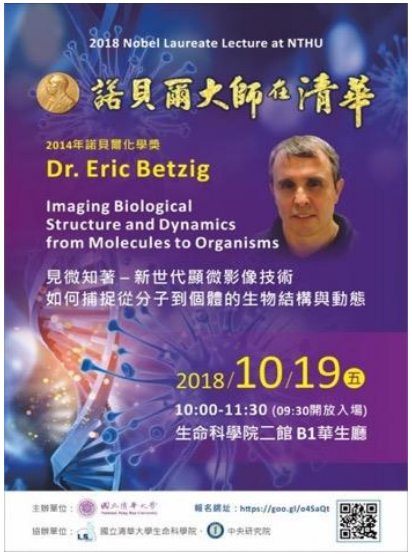
3 The Business & Management Collection 特色介绍

观看影片，聆听专家讲座！https://hstalks.com/business/

传统的大师讲座

局限的时间、地点、人数

全球学术交流越来越频繁，一般学校无法常常请到诺奖学者到学校进行演讲。即使请到，由于时间和各方面条件限制的问题，也无法对其研究进行深入的了解



昂贵的门票

场地有限、时间有限、所費不貲...并不是所有人都有机会参加相关活动、享有资源

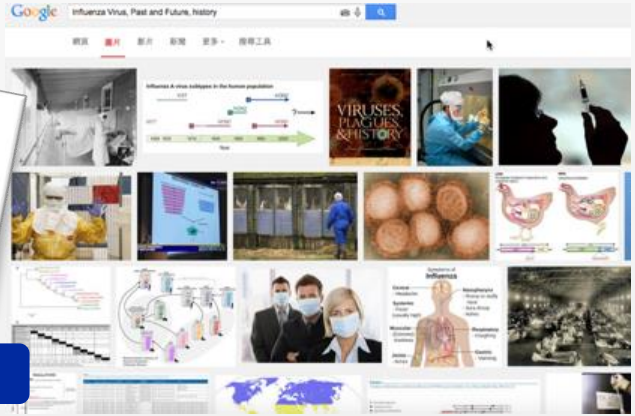
传统的学习方式

准备课程 / 报告收集教学数据及图片

时间就是金钱，如何更有效率、更快速的让时间产生价值，
是成功与否的关键!!!

在图书馆一本一本翻书

在网络收集大量文章却不知从何下手



找不到合适高分辨率的相关图片

关于HSTalks

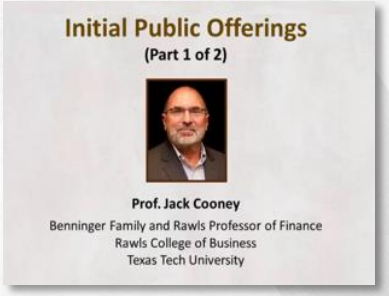
Henry Stewart Talks

不用出国就可以了解国际顶尖学者的最新研究
打破空间、时间限制、节省花费!

- 2004年创立的视频型数据库
- 包含生医及商业两种套装
- 来自学界及业界国际级专家的最新演讲、研讨会、科研结果
- 内容由专家直接授权，无法从他处取得！

现有用户: 300多个研究单位

- 国内：上海交通大学、解放军医学院、中南大学、云南大学、香港中文大学等...
- 国外：哈佛大学、牛津大学、哥伦比亚大学、康奈尔大学、史丹佛大学等...



The Business & Management Collection
A multimedia resource for teaching and learning
FlySheet

关于The Business & Management Collection

- 涵盖商学、行销及管理领域的主题讲座型视频数据库
- 邀请世界级商业高阶主管，创办人和知名学者到棚内录制主题演讲讲座
- 内容广泛，目前已有超过1400部视频，超过90个相关系列、800个讲者
  (行销、全球商业管理、领导、财务、金融、科技与营运、策略等等...专为商学院课程所设计，作为课程辅助)
- 每月更新最新演讲视频及新增系列，快速了解最新发展，时时走在专业领域前端！
- 影片内含高画质投影片并同步搭配演讲者旁白及逐字稿

与国际大师面对面

FlySheet

涵盖领域

六大类，商业与管理一举两得！

金融 会计 经济

国际商业管理

管理领导组织

营销与销售

策略

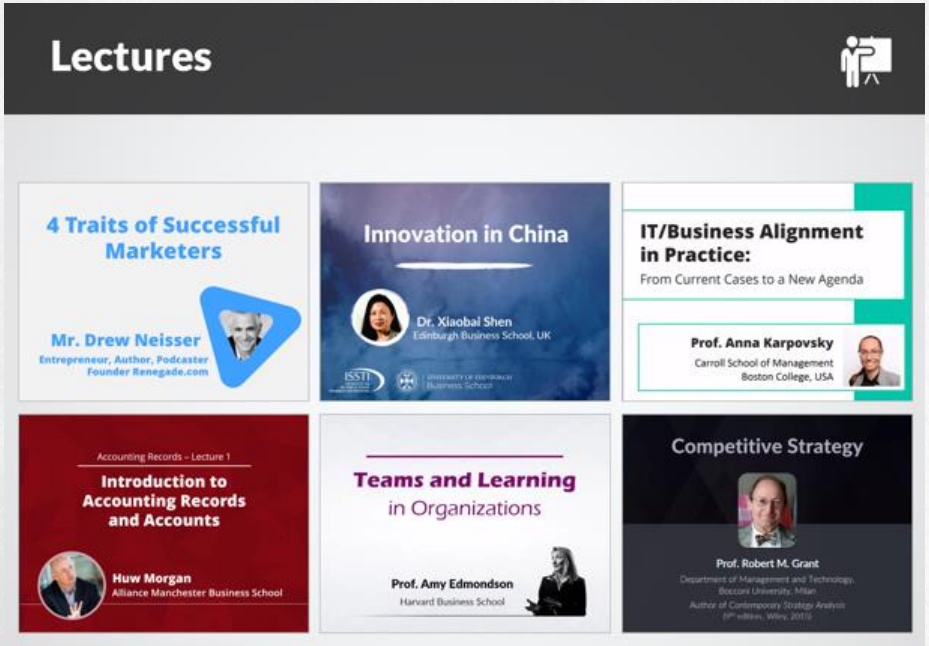
科技与运营

The Business & Management Collection A multimedia resource for teaching and learning

FlySheet

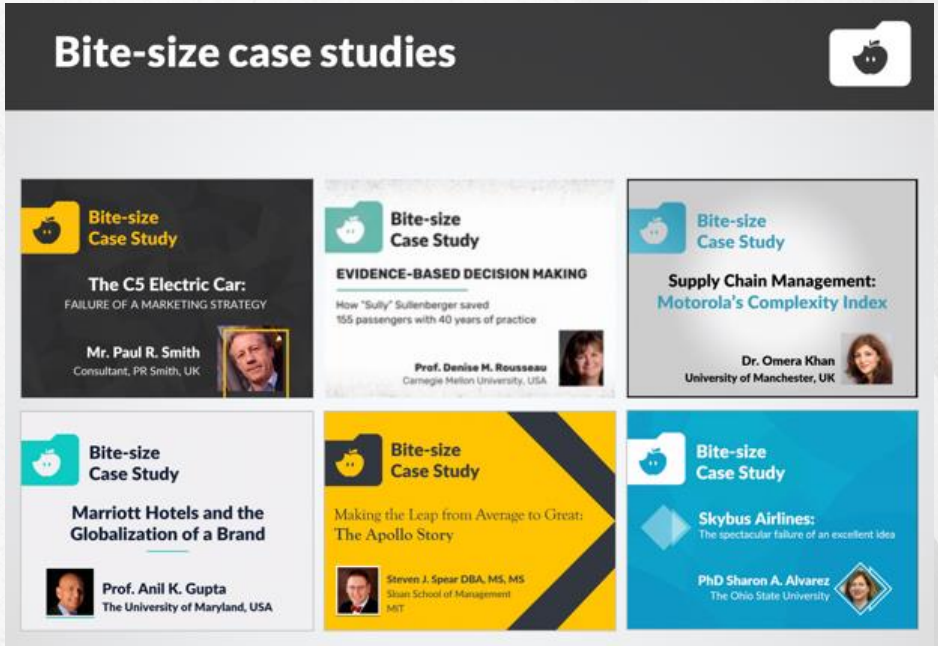
传统讲座

透过高画质图表及讲者亲自配音跟使用者分享重要资讯。讲座有多种相关功能，包括可打印的幻灯片讲义和逐字稿功能



小规模的案例研究

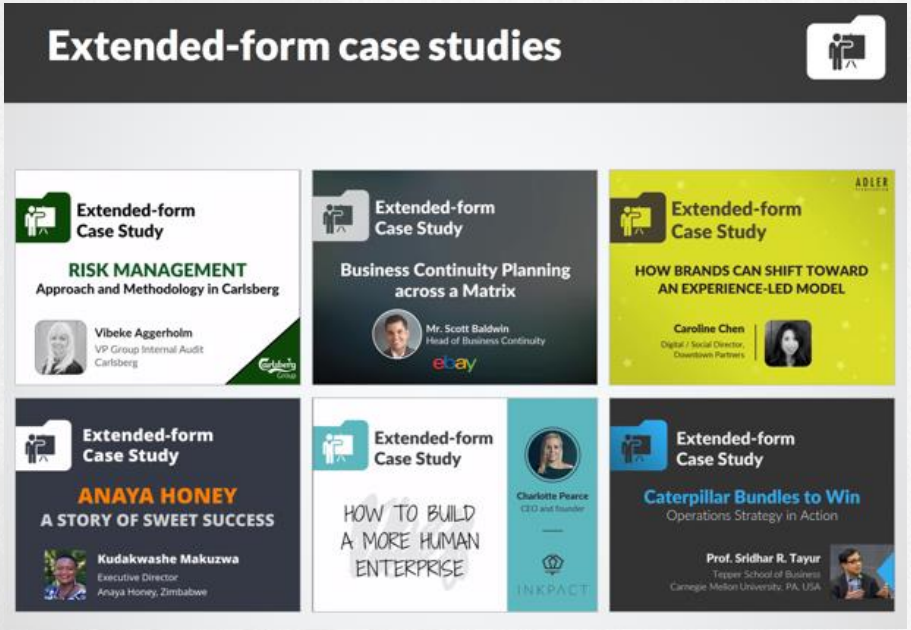
简短描述现实世界的商业活动并建议思考及讨论的主题



FlySheet

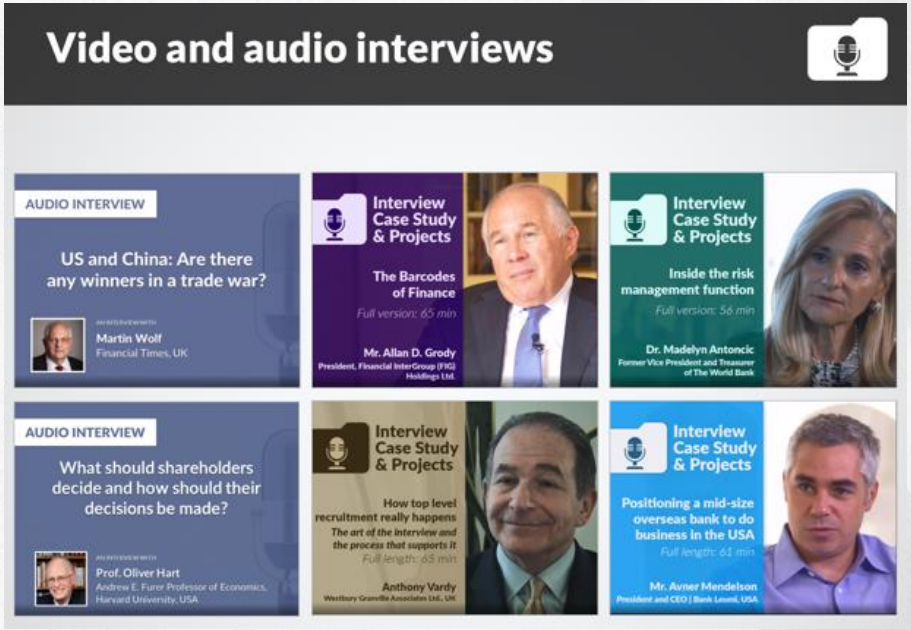
扩展式的案例研究

描述真实世界的商业案例，描述做了什么（WHAT）、如何做（HOW）、何时做（WHEN）以及结果



案例研究访谈

采访来自工商界的专家，从有创业家到大型企业高管，来讨论所遇到的挑战，分享经验
#每个访谈都附有建议的讨论主题



The Business & Management Collection
含有20本经过同侪审阅专业期刊

1. 期刊内容来自于行业高阶主管和知名顾问公司的案例研究并与相关领域学者的专长结合。

2. 每本期刊包含：

- 详细研究案例的过程，遇到的问题及汲取的经验
- 主题经过双盲同侪审阅
- 经由来自全球的行业和学术界的知名专家国际编辑委员会指导

3. 可以自行选购

FlySheet

大纲

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2 **The Business & Management Collection 能做什么**

3 The Business & Management Collection 特色介绍

观看影片，聆听专家讲座！https://hstalks.com/business/

HSTalks能做什么？

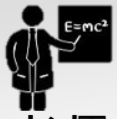
学者

帮助研究

最新知识

- 全球知名学者分享
- 商界案例

权威性 全球高阶主管及学者特别录制编写及讲解



老师

辅导教学

灵活教学

- 国际级演讲技巧
- 高画质在线教材
- 嵌入课程教学
- 专业课程顾问

时效性 定期更新及增加讲座 走在学科业界最前端

学生

指导学习

有效学习

- 讲义一键输出
- 反复观看学习
- 免出国共享信息
- 为进入职场准备

方便性 随时随地获取最新知识，做有效率的学习 节省时间和预算

HSTalks
By leading world experts

Google
學術搜尋

轻松获得专业领域的最新研究成果	**准备时间**	花大量时间在收集和筛选
国际级学科领域专家特地撰写及讲解	**内容权威性**	网络数据源难以考究 内容不够权威，观点不够新颖
专业数据库，内容精确	**搜寻数量**	开放资源，内容繁多
学科领域专家编写相关信息 重点一目了然	**相关度**	搜寻结果过多，相关性不高 不易找出可参考内容
每月更新，助读者走在学科及行业前端	**时效性**	难以接触到最新与最权威的研究

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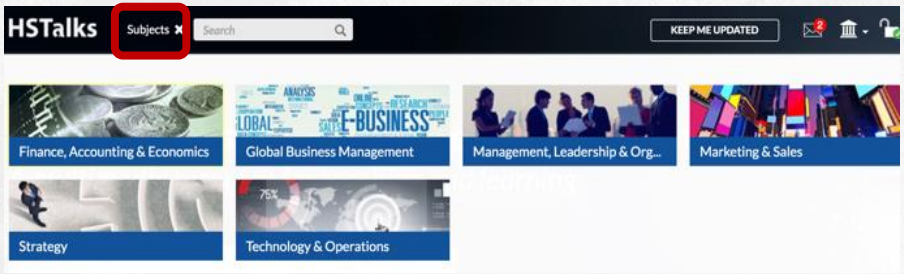
HSTalks 使用说明

方法1

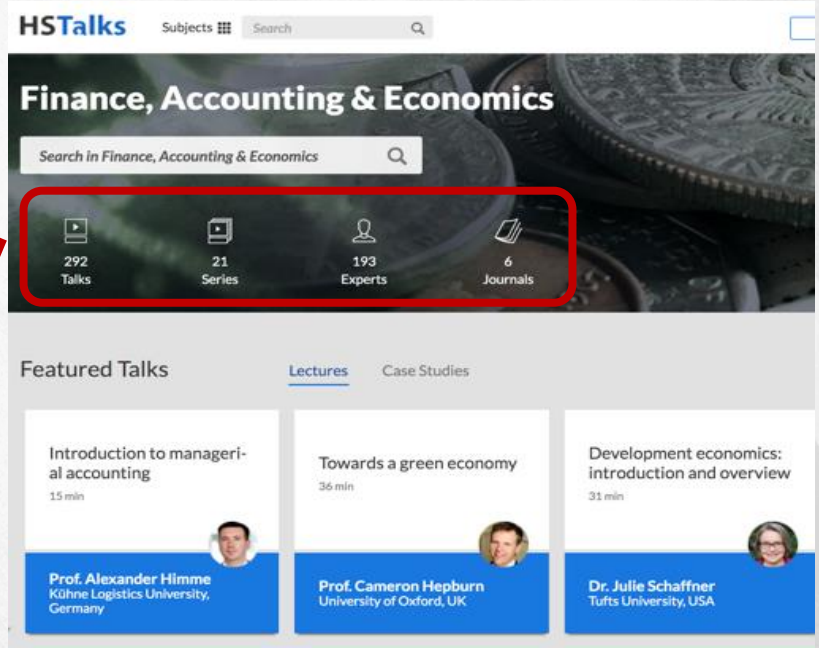
登入网站： https://hstalks.com/business/

- 点击 “主题” (Subjects)
- 选择特定一主题



继续搜索吧！

- 点选想观看的
  讲座(Lectures)/系列 (Series)/
  讲者 (Experts)/期刊(Journals)
- 或向下滚动页面从所显示的各视频选择

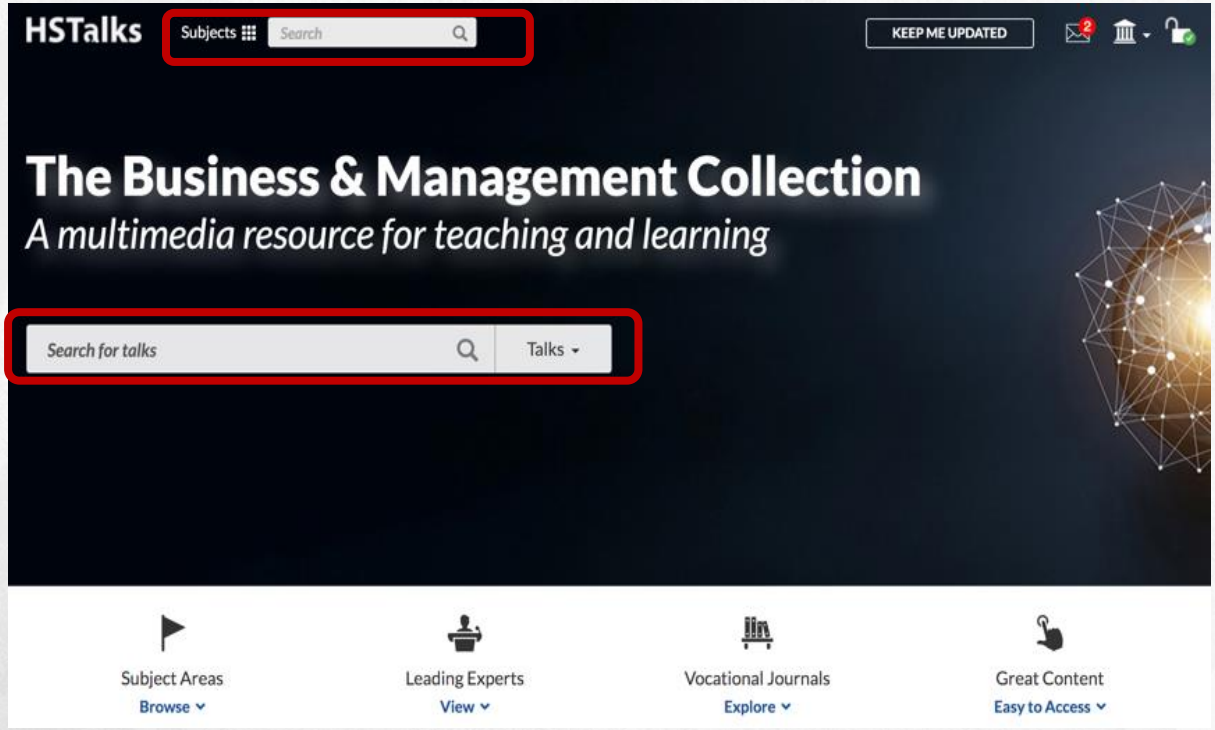


HSTalks 使用说明

方法2

登入网站： https://hstalks.com/business/

- 直接使用通过的搜索栏 (Search) 输入关键字快速搜索您要的内容



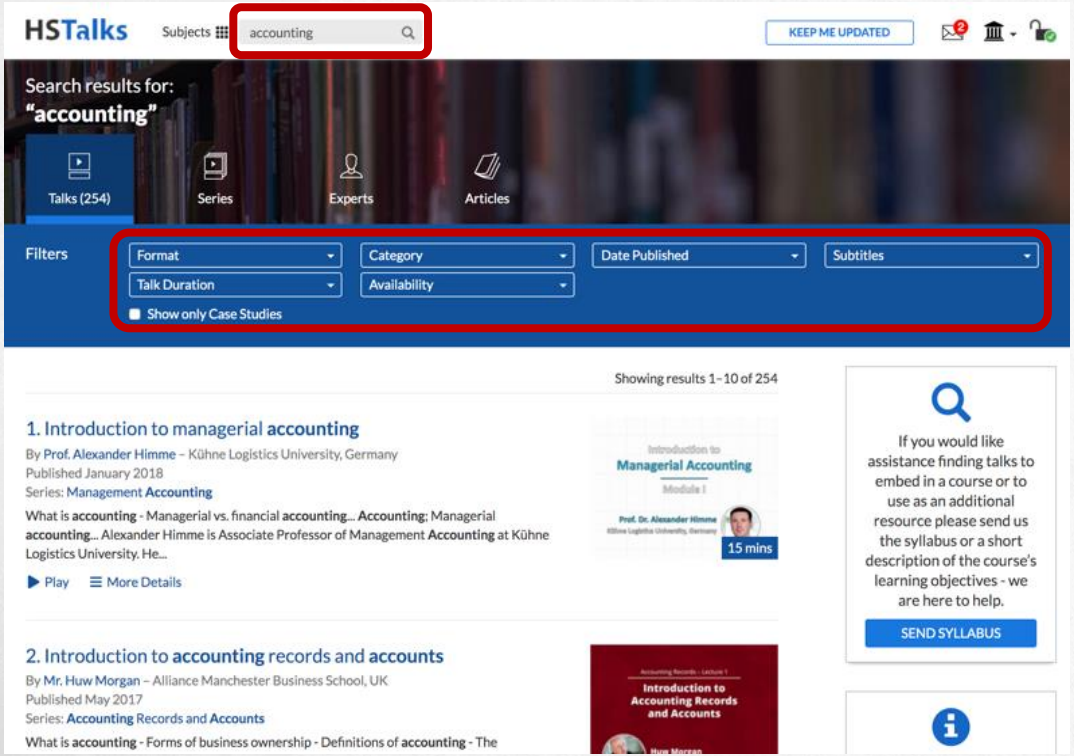
前5分钟
免费观看哦!

FlySheet

HSTalks 使用说明

方法2

登入网站： https://hstalks.com/business/



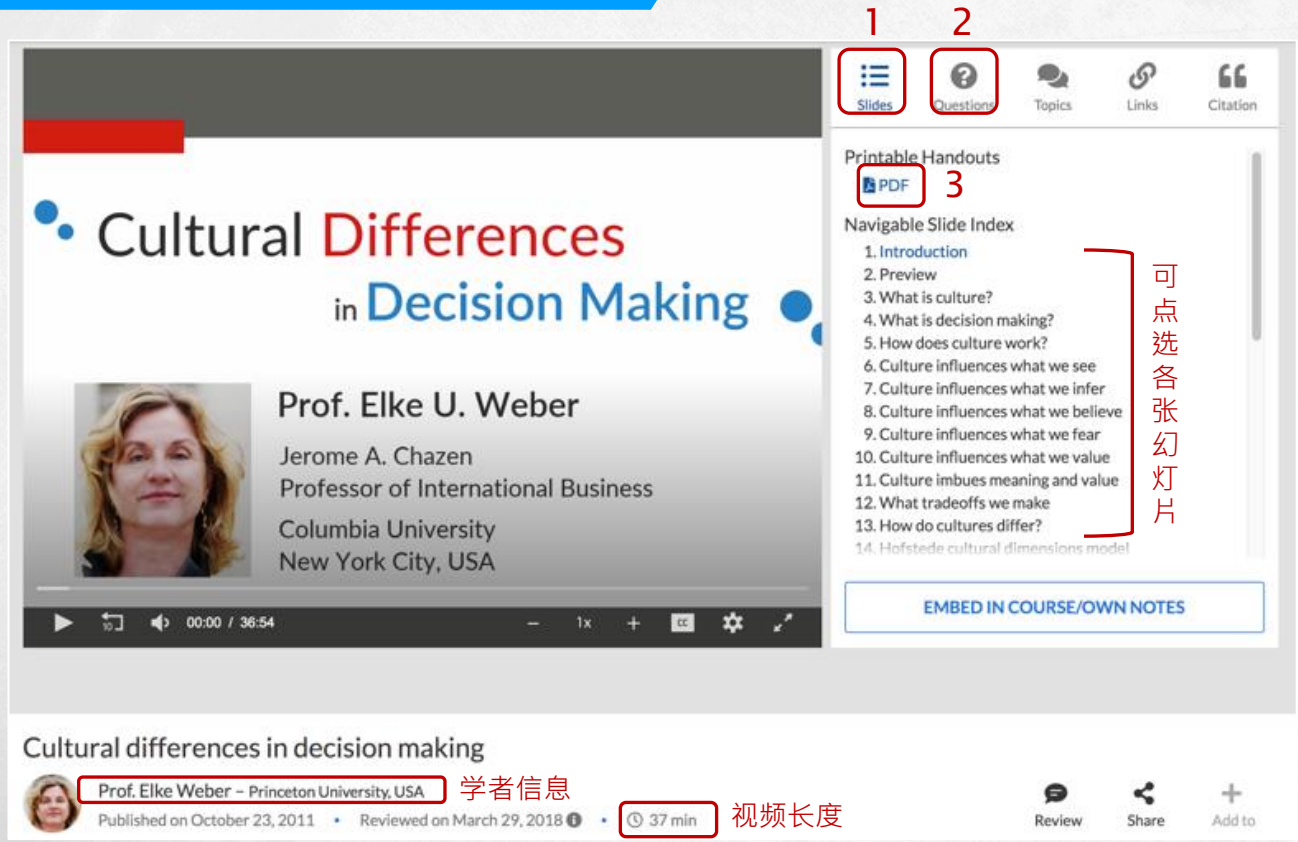
搜索结果可以根据各项筛选呈現，更加快捷便利，精准锁定所需要的资源

- 类别 “Format”
（Lectures/Interviews/Case studies…）
- 主题 “Category”
- 出版时间 “Date Published”
- 字幕语言 “Subtitle”
- 视频长度 “Talk Duration”
- 视频状态 “Availability”(已发布 / 录制中)

FlySheet

HSTalks 讲座特色

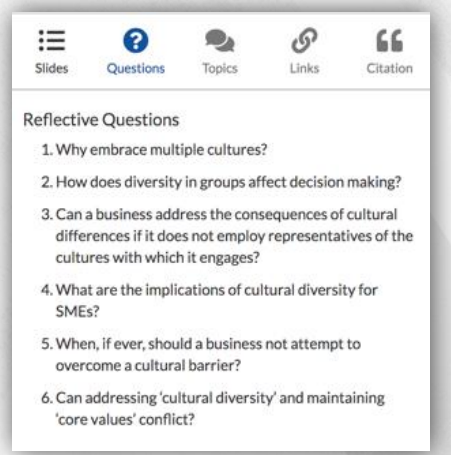
登入网站： https://hstalks.com/business/



1 投影片列表

显示各张幻灯片的简介
点选跳转到选定的幻灯片，旁白同步

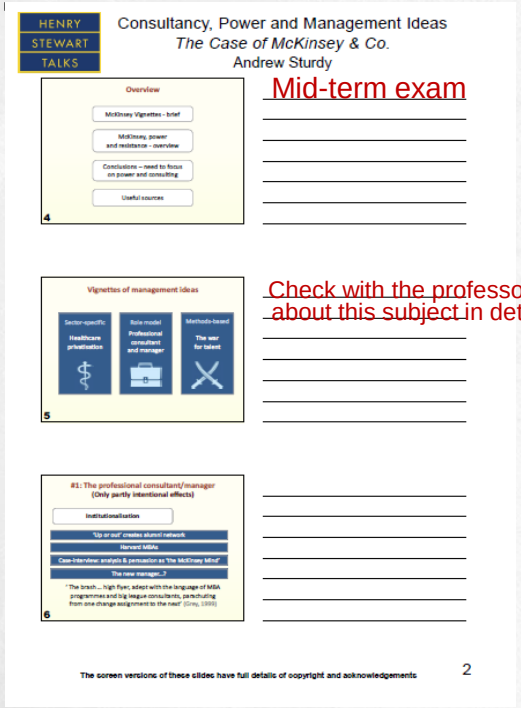
2 看完此视频该反思的问题

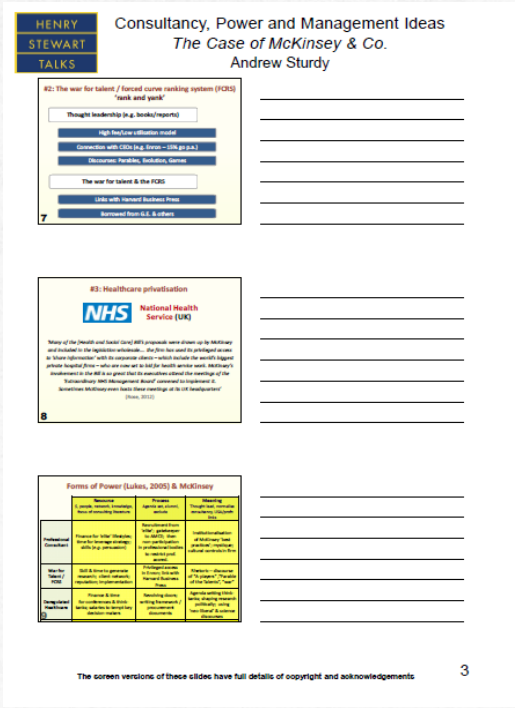


FlySheet

HSTalks 讲座特色

登入网站： https://hstalks.com/business/





3 PDF讲义输出

投影片转为PDF格式，打印讲义方便学习做笔记

老师可输出讲义给学生，并注记区域，学生针对各张幻灯片写下自己的想法

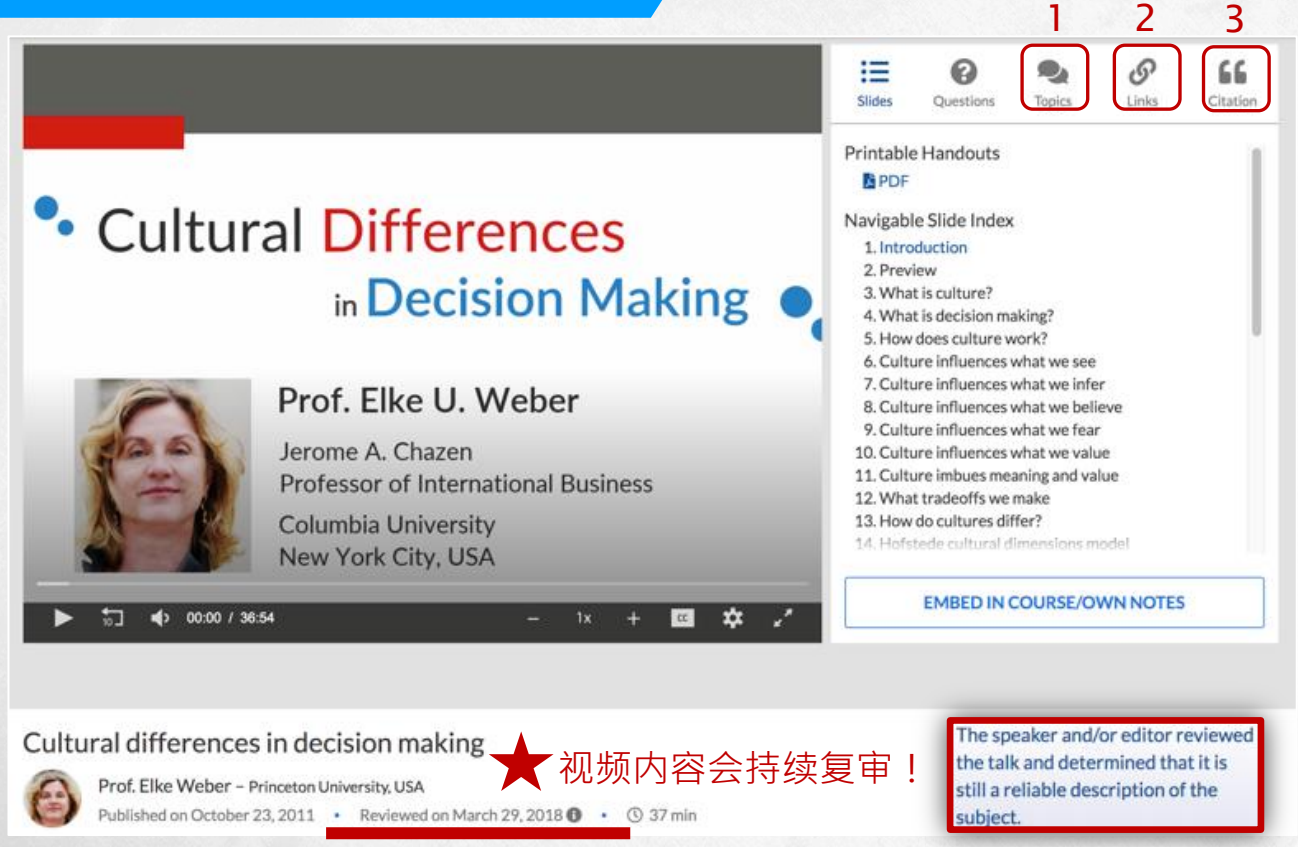
充分考虑学生及研究者的在研究及学习过程中的注记需求

帮助学生及研究者梳理自己的脉络及想法

FlySheet

HSTalks 讲座特色

登入网站： https://hstalks.com/business/



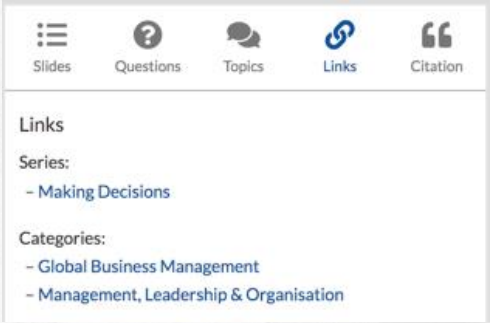
★ 视频内容会持续复审！

1 演讲所涵盖的相关主题 / 议题

帮助快速了解影片内容，节省时间

2 连结相关主题的演讲

查看在同一系列中的其他演講



3 引用此演讲的相关信息

撰写论文、讲义等可引用的信息

FlySheet

HSTalks 延伸功能

强大的功能全面支援使用者需求

可添加字幕

可重复、停顿观看

可调整视频播放速度、解析度

FlySheet

HSTalks 延伸功能

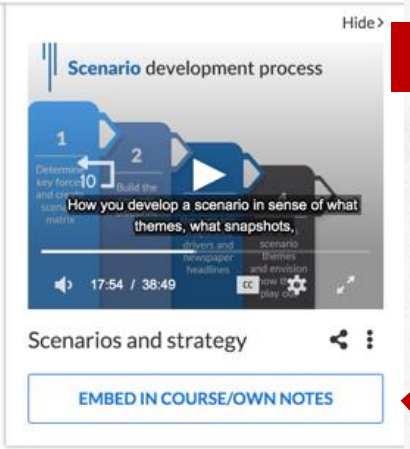
强大的功能全面支援使用者需求

Player | Related Lectures | Transcript

the regulations under which credit unions and savings and loans and community banks and other financial service providers might operate. We would also include who are the referees? How is this legislation interpreted at federal, state and municipal levels? It would also include who are the players in the industry? Are they mostly the traditional players, or do we see very new ones emerging? A Yahoo Finance, a GE Capital just to use examples from the past, where new entrants emerged. Lastly, we would also be sensitive to the strategies employed. Are these players mostly pursuing high rate of return on capital, some of them willing to incur losses to build market share or to establish brand power or some may wish to have a very broad product offering or control certain channels? That would all fall under the playing field dimension. Under technology as one might expect it would include Internet banking, websites and portals, check imaging, personal identification, database design, back end systems software and data mining.

17:21 So, to recap the process of scenario planning, we start with forces that might change the future, and we zero in on the two top uncertainties which creates then a matrix. Then the next step will be to develop what we call a blueprint, we'll give an example of that momentarily. Then start to develop this blueprint just like with a home by building around the blueprints, the walls, the foundation, the electrical systems, the windows, the roof etc. That can be done very creatively. How you develop a scenario in sense of what themes, what snapshots, like a day in the life of a consumer or what newspaper headlines you might project for that scenario. That really depends on the audience. Some companies like a more analytical even number-oriented way of portraying scenarios. Others one case people acted out on the stage using Second City, an improvisation group, how consumers would purchase in that case financial services in the future. But the idea is to communicate to your audience the key messages that these scenarios entail.

18:30 Once the scenarios have been developed, they can be used for strategy purposes in a variety of ways as illustrated on this slide, and I'll discuss them a bit further as well. First of all, you could simply use the scenarios to ask the question, do we have the right talent and the right leadership strategies to survive or do well in these different futures? Another use is to ask if the current strategy, if you were to stress test it across the range of these scenarios is sufficiently robust and sufficiently flexible. Third use, way of leveraging scenarios, is to look at your portfolio of options, basically your investment portfolio and ask if it is well balanced across these different scenarios and if not can you build in more flexibility? Many companies use scenario planning also as a platform for



1.根据视频的进度 讲稿自动划出底线

2.点击任一句话 视频将跳至对应点

讲者演讲内容逐字稿

将页面向下拖动，视频在页面右方缩小化呈现、对照讲者旁白的逐字讲稿学习，不会跟丢哦！

视频缩小化持续播放

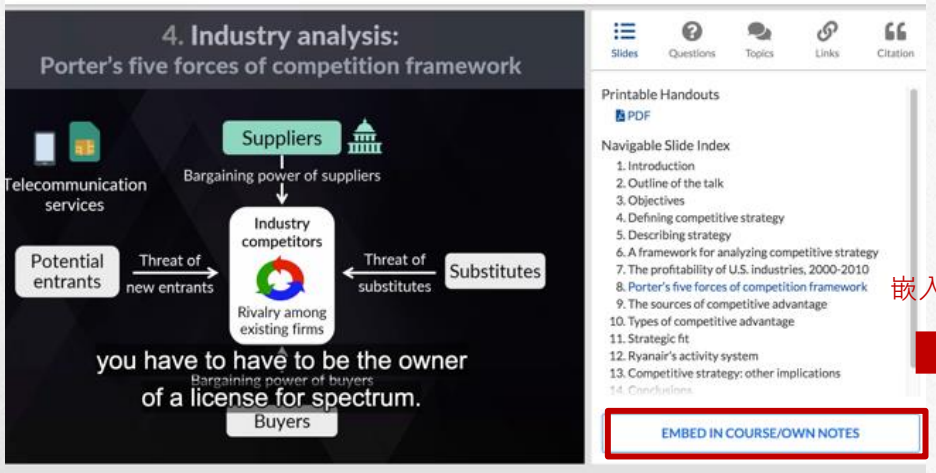
FlySheet

HSTalks 延伸功能

强大的功能全面支援使用者需求

嵌入功能

可以将整个视频或截取视频某一片段嵌入至Word、PPT、E-mail、学习系统（Blackboard,Moodle,Sakai)等



点选
嵌入(Embed)后

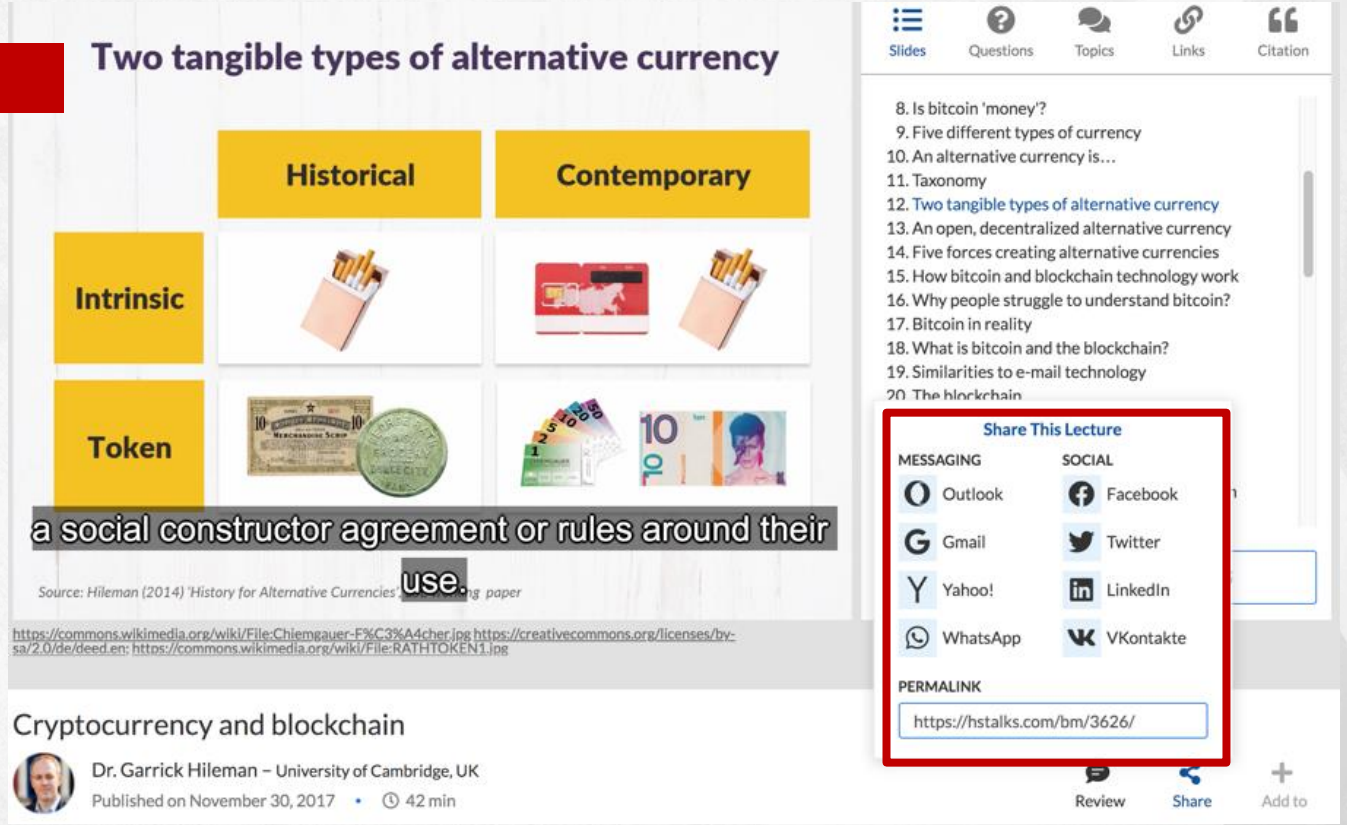
FlySheet

HSTalks 延伸功能

强大的功能全面支援使用者需求

各种平台串连

可以用E-mail寄发或通过不同的社交媒体分享视频无缝接轨自由便利



HSTalks 提供适宜的服务和内容

让使用者更加便利

（For Students/Faculty/Librarians）

For Librarians

MARC记录
MARC Records
Meticulously prepared by librarians for librarians to ensure easy integration.

使用统计报告
Usage Statistics
Detailed usage reports provided to match your requirements.

支援探索服务
Supporting Discovery
Compatible with leading online catalogues and discovery services.

推广素材
Promotional Material
Posters, banners and more – a wide selection of promotional material ready for use.

线上 / 离线存取
Onsite & Offsite Access
On campus, at home, when traveling – wherever there is internet.

推荐
What Others H
See what other
us.

Great Content

For Students | For Faculty | For Librarians

知名权威
From Leading Authorities
In a user friendly format.

翻转/混合式学习
Flip and Blend
Ideal for flipped & blended learning.

课程的一部份
Make Part of a Course
Embed in Moodle, Blackboard or other online learning environment – make part of a course or recommend as additional learning material.

教学辅助
Designed to Support Teaching and Learning
Lectures at advanced graduate level; lectures accessable to undergraduates. Makes single student and small-number courses possible. Send us your syllabus and our team of consultants will suggest relevant lectures.

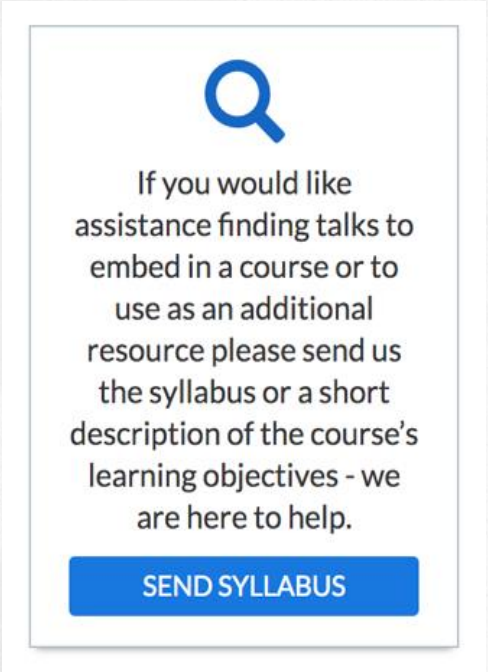
持续更新
Constantly Expanded & Updated
New lectures added every month.

推荐
What Others Have Said
View a selection of the many favourable endorsements we have received.

FlySheet

专业课程顾问咨询服务

最權威最豐富的上課材料



方式1. 邮件咨询

老师提供教学大纲

→ 课程顾问分析并提供配合教学的视频内容

方式2. 会议讨论

老师提出需求

→ 飞资得协助安排老师与专业课程顾问讨论课堂内容

→ 课程顾问提供配合教学的视频内容

HSTalks

The Business & Management Collection

A multimedia resource for teaching and learning

商学及管理演讲视频数据库

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