

Dear Gabelli Faculty,

Given that many of us are starting to prepare our courses for the Fall term, please note that the Gabelli School of Business has recently acquired subscription access to a collection of over 1000 specially commissioned video lectures and case studies by leading experts from commerce, industry, the professions and academia - [The Business & Management Collection](#).

Unlimited and unrestricted access is available both on and off campus for all Fordham faculty, students, Executive Education participants, alumni and distance/online courses.

Lectures and case studies, or extracts from them, are easy to integrate and embed in your course to complement and enrich the teaching and learning experience. They are all compatible with Blackboard and particularly appropriate for distance and blended learning courses and flipped classroom education.

The Collection is divided into six broad subject areas:

Finance, Accounting & Economics; Global Business Management; Management Leadership & Organizations; Marketing & Sales; Strategy; Technology & Operations

Content is presented in four different formats (click on the hyperlink to view example):

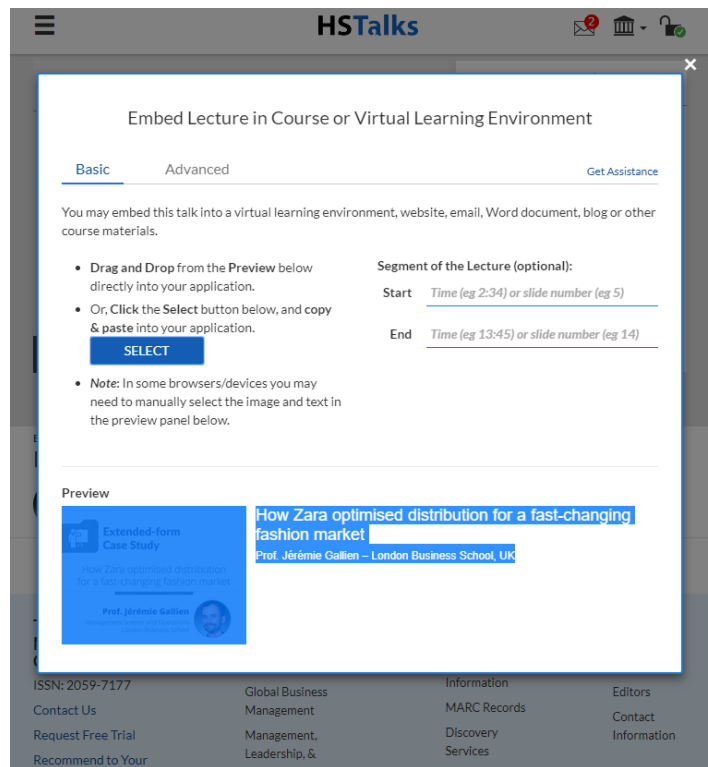
- **Traditional format lectures with high quality graphics**: the entire lecture as well as extracts can be embedded in course notes and online learning systems.
- **Case Study Interviews**. They are designed to explore how different participants in commerce and industry, from start-up entrepreneurs to large corporation executives, confront the challenges they encounter. Additionally, all videos are accompanied by suggested topics for discussion and individual and group projects.
- **Extended form case studies**: these accounts of real world experience describing what was done, how, when and with what consequences have proved especially useful in preparing students for in-class discussions.
- **Bite-size case studies**: these short descriptions of real world commercial activities come with suggested topics for consideration and discussion. Subscribers have found that they stimulate thinking and assist in developing the ability of students to question, analyse and appraise. They are often set as pre-classroom preparation and in-class discussion.

Access and Login Information:

All members are automatically authenticated to the collection on campus, for off-campus access, you may need to enter the following login: **Username:** Fordham **Password:** Member

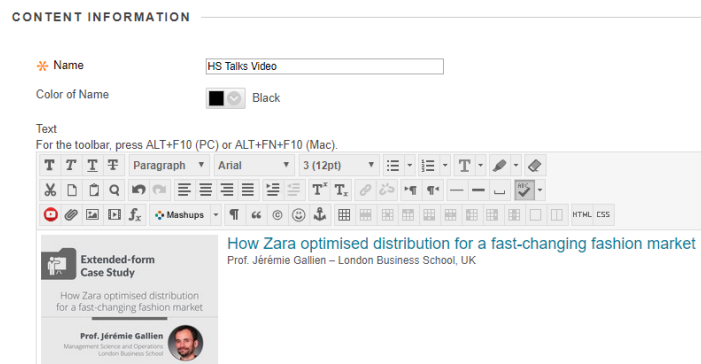
Embed a HS Talks video onto Blackboard

HS Talks allows access to its videos from fordham.blackboard.com. To embed a video onto your course page on Blackboard, click on “embed lecture” button next to the video. Under *Basic* option, click on the blue “select” button, then press both “ctrl” and “c” on your keyboard to copy the video (for Mac, press both “command” and “c”).



Screenshot: Copying a HS Talks video

Now, open your Blackboard course, in *edit mode*, go to the content section where you want to paste the video. Click on “build content” -> “item”. On the create item page, click in the text box then press both “ctrl” and “v” to paste the video. Don’t forget to give the item a title and click on “submit” to save the change.



Screenshot: Pasting a HS Talks video into Blackboard

Assistance:

If you require any assistance with the collection, please do not hesitate to contact Leanne Milner at Leanne@hstalks.com