

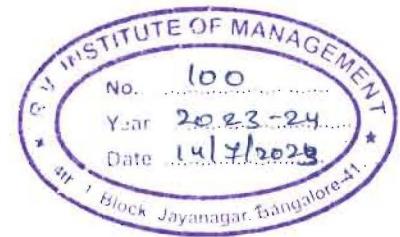
Date: 07.07.2023

Ref NO: 139/RVIN/MBA/2023-24

From:
Dr. Padmalini Singh
Associate Professor,
RVIM, Bangalore

To
Director
RV Institute of Management,
Bangalore

Dear Sir,



Subject: Request for the approval of purchasing Harvard Business Publishing Cases.

Harvard Business Publishing offers a range of educational content such as Case studies, Simulations, Online courses and Harvard Manage Mentor at different price points. We had three round of elaborate demonstration and discussions on various HBR offers. The introductory price quoted by HBR (only for a year) to RVIM for Case Studies is priced at \$30 per student per annum for 180 students (Unlimited Intro pack) subject to change to \$55 (25 HBS cases) / \$73 (unlimited HBR cases) from next years.

Being an autonomous institution, it is required for us to move to 70-80% case based teaching. HBR cases are discussed worldwide and known for enhancing participative learning. After exploring all the possibilities on the price and packages offered by HBR, I think to begin with, we can consider having a MOU with HBR to gain unlimited access to case studies for one year. In the future, we may think about purchasing additional instructional content based on how it is used and how much value it adds to the teaching and learning process.

Attached is the emails and quotation from HBR for your kind perusal. Please have a look at the request for ways to enhance the RVIM teaching and learning process through case study teaching.

Thanks & Regards!


Dr. Padmalini Singh


13/7



PS + AICTE
14/7

HARVARD BUSINESS PUBLISHING - PROPOSAL FOR R.V. INSTITUTE OF MANAGEMENT

5 messages

Varun Rahul <varun.rahul@yangpoo.com>

To: Purushottam Bung <bunguas@gmail.com>

Cc: Padmalini Singh <padmalinisinh.rvim@rvel.edu.in>, kiran surti <kiran.surti@yangpoo.com>

26 June 2023 at 14:26

Dear Dr. Purushottam Bung Sir ,

Greetings of the day.

As per my discussion with yourself and other stake holders at your campus, I have attached below the proposal for your institution and a separate presentation deck - **Case studies, Simulations and Educators Login excel sheet** for your reference.

1. About Harvard Business School Publishing: [Click Here](#)

Harvard Business Publishing Education is a division of Harvard Business Publishing USA (HBSP), a not-for-profit, wholly owned subsidiary of Harvard University, reporting to Harvard Business School. We work together to bring smart thinking and courageous leadership to the world's toughest management challenges. Over 7k+ institutes worldwide use course materials from us to add dynamic, experiential, real-life perspectives to undergraduate, MBA, and executive education programs.

2. Educator premium access for all faculties at

To ensure all faculty members in your college have access to our Educator Premium Account we are happy to bulk import them from our backend system. The educator premium access enables all faculty members to-

- Access to Case Teaching Notes and guides
- 62,000+ learning materials from HBS and global partners (including cases with video) to review
- Tips and resources for teaching online such as Teaching simulations online Teaching cases online and other educator resources to review.
- Inside the Case videos: behind-the-scenes insights and tips for teaching the case from the author
- Free Access to our eLearning materials simulations, Online courses, HMM Modules etc for review.

3. Harvard ManageMentor® (HMM) to improve soft skills of students & making them career ready

To prepare students effectively for the demands of the workforce, I wanted to introduce a solution which inculcates career ready skills as part of a student's education journey. Harvard ManageMentor helps equip students with the skills needed to thrive in the workforce with interactive courses covering essential business topics across mental health, decision making skills and being an effective leader.

Based on the philosophy of learn, practice and these courses help students to learn to make effective decisions, think strategically and lead effectively. Featuring the latest thinking from Harvard Business Review, Harvard Business School and beyond, students learn directly from experts sharing their real world experiences, frameworks and techniques. HMM offers a variety of engaging content formats ranging from videos, articles, podcasts, worksheets, and infographics and upon completion makes them eligible to win a HBSP certificate and a CREDLY badge to build their resume and LinkedIn profiles. These courses come with strong admin functionalities, where educators can keep track of students' progress across multiple parameters.

Currently, these same HMM modules are used by fortune 500 companies to train their employees on job ready skills, hence we do see a lot of synergy in extending these short courses to students. For your reference, please find attached a detailed deck on HMM and let me know if the team would want a detailed demo or some demo login accounts to view these courses.

I look forward for next steps towards sign up of MoU to conclude our association.

To: Varun Rahul <varun.rahul@yangpoo.com>
Cc: Purushottam Bung <bunguas@gmail.com>, kiran surti <kiran.surti@yangpoo.com>

Dear Mr. Varun,

Greetings from RV Institute of Management!

I have shared the Email IDs of our teaching staff with you. Please generate the login credentials for them to explore the HBR Publishing platform.

We have gone over the slide deck's proposal and commercials. We kindly ask you to keep the same price for the following three years in light of the fact that the dynamics of our student population might increase from 180 to 360 in the future. Also, our word-of-mouth would definitely help you to gain your future clients among RV group of institutions.

Looking forward to long term association with you.

Thank you.

Dr. Padmalini Singh

 Sender notified by
Mailtrack

On Mon, 26 Jun 2023 at 14:26, Varun Rahul <varun.rahul@yangpoo.com> wrote:

[Quoted text hidden]

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Varun Rahul <varun.rahul@yangpoo.com>
To: Padmalini Singh <padmalinisinh.rvim@rvei.edu.in>
Cc: Purushottam Bung <bunguas@gmail.com>, kiran surti <kiran.surti@yangpoo.com>

4 July 2023 at 16:18

Dear Dr. Padmalini Singh,

Greetings !!

In continuation to our meetings had in person and then with your honorable Director - Dr. Purushottam Bung, we are happy to extend the below pricing as per your current requirements :

- 1. Case Studies - priced at \$30 per student per annum for 180 students (Unlimited Intro pack)**
- 2. Simulations - priced at \$50 per student per annum for 180 students (Unlimited pack)**

Please be informed that the special pricing mentioned above - exclusively for R.V. I. M. will be applicable ONLY for current AY 2023-24 as the MoU is signed for a period of 12 months.

We at Harvard have extended the best pricing for current AY 2023-24, keeping in consideration the widespread of institutions under R.V. Group, hence the same pricing can be availed by as many institutions under your group for current AY 2023-24.

Also, for the ease of comparison, I have mentioned the regular rack rates from HARVARD BUSINESS PUBLISHING for you as well :

Materials	Unit access per student per year	Site license fee per student per year*
Cases, Multimedia Cases, Readings, Articles, Book chapters, Industry background notes.	25 HBS, Partner collection / unlimited HBS only	\$55 / \$73
Online Courses	All 6 online courses	\$75
Simulations***	4 / unlimited	\$25 / \$50
Harvard ManageMentor	Choose any 12 from 42 courses /Unlimited	\$60/ \$100

Harvard Business Publishing - Demo Educator Account - Next Steps towards Collaboration

2 messages

Varun Rahul <varun.rahul@yangpoo.com>

23 June 2023 at 20:15

To: Padmalini Singh <padmalinisingh.rvim@rvei.edu.in>

Cc: Purushottam Bung <bunguas@gmail.com>, kiran surti <kiran.surti@yangpoo.com>

Dear Dr. Padmalini Mam,

Good Evening !!

As discussed today in the concluding meeting with yourself, campus Director - Dr. Purushottam Bung and respected faculty members, I am attaching below 3 (Three) Used Id with Passwords for all stake holders to refer total mix of all HBP offerings, namely:

1. **Case Studies**
2. **Simulations**
3. **Online Courses**
4. **Harvard Manage Mentor**

Demo Account details as here:

Username:

- 1) Yangpoo_contentreview1@hbp.org
- 2) Yangpoo_contentreview2@hbp.org
- 3) Yangpoo_contentreview3@hbp.org

Password for all 3 accounts: Pghs041723#

Link to login : <http://www.hbsp.harvard.edu/>

Kindly circulate it among faculty members you wish to , and surf the varied learning materials for handful experience.

Also, I am working with my internal team to draft the final proposal, will share it with you soon - keeping RVIM & Group expectations in mind - hopefully it shall be in your mailbox by **Monday ie. 26th June 2023.**

Meanwhile thanking you.

Regards,

Varun Rahul

All Inclusive

\$215 / \$298

Harvard as a global leader **DO NOT** have any internal policy for **freezing any pricing** for any learning materials - for more than an year.

Hence, as a global practice, you may prefer to renew after one year based on the current consumption and specific requirements.

As a next step, based on your confirmation, we shall send you the MoU(Memorandum of Understanding) to be duly signed by the RVIM signing authority.

I look forward for an early revert from your end to conclude our association of partnering with '**R.V.I.M-Bengaluru**'.

Meanwhile thanking you.

Regards,

Varun Rahul
National Manager - Higher Education
Yangpoo Executive Education
Authorized Partner - Harvard Business Publishing
Contact: +91 9844229981
Website:<https://yangpoo.com/>



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Harvard Business Publishing Proposal

Academic Year 2023-24



PRESENTED BY
Varun Rahul

FOR

**RV INSTITUTE OF
MANAGEMENT**

DATE : 26TH JUNE 2023



RV Institute of
Management

One Harvard Experience for RV Institute of Management



We are your largest source of non-textbook material for business education

53,000+
Course
materials

25,000
Cases

20,000
Business
Articles

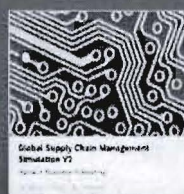
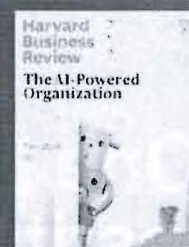
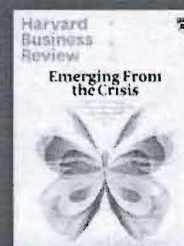
2,300
Industry/
Background
Notes

260
Videos

78
Simulations

4,000+
HBR
Articles

And much
more



Our Partners Available For YOU



ABCC at Nanyang Tech University
Babson College
Berrett-Koehler Publishers
Business Enterprise Trust
Business Experts Press
Business Horizons
CEIBS (China Europe International Business School)
California Management Review
CMR
CLADEA-Balas
Columbia Business School
Crimson Group
Darden School of Business
Design Management Institute

European School of Management & Technology
Global Health Delivery / Harvard Medical School
Harvard Advanced Leadership Initiative
Harvard Kennedy School of Government
Harvard Medical School/Global Health Delivery
Harvard T.H. Chan School of Public Health
HEC Montréal
Hong Kong University of Science & Technology
IE Business School
IESE Business School, University of Navarra

IESE-Insight Magazine
International Institute for Management Development
Indian Inst. of Management – Ahmedabad
Indian Inst. of Mgmt. – Bangalore
Indian School of Business
INSEAD
McGraw-Hill
MIT Sloan Management Review
NACRA Case Research Journal
Perseus Books
Princeton University Press
Program on Negotiation at Harvard Law

Public Education Leadership Project
Rotman Management Magazine
Singapore Management University
Social Enterprise Knowledge Network
Stanford Graduate School of Business
Thunderbird School of Global Management
Tsinghua SEM
UC Berkeley – Haas School of Business
University of Hong Kong
USC Marshall School of Business
WDI Publishing at the University of Michigan
Wharton School, University of Pennsylvania

Want to be a Case Partner? [Click here to know more.](#)

Online Courses – Foundation Courses

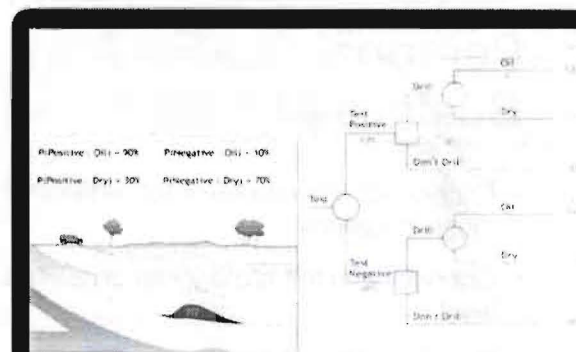


Comprehensive Topic Introductions

- Used in advanced undergraduate courses, for MBA pre-matriculation work, or as homework
- Use complete course or selected sections
- Certificates of completion
- Randomized exam questions

Current Online Courses:

- Finance
- Financial Accounting
- Management Communication
- Mathematics for Management
- Quantitative Methods
- Spreadsheet Modeling



"We use this online course to allow MBA students to 'test out' of our finance foundation course. The course is user-friendly and requires minimal work on my part. I highly recommend this product."

HARVARD BUSINESS PUBLISHING
EDUCATION CUSTOMER

Cases – Academic Content



Over 12,000 Case Studies from Harvard Business School

- **Podcases:** personal stories of real business leaders, delivered through audio
- **Multimedia Cases:** bring text to life with video, animation, audio
- **HBS Brief Cases:** 5-8 pages + exhibits
- **Harvard Business Review** 3-page cases with expert commentary



Multimedia Cases

Podcases – Academic Content



Personal Stories from Business Leaders—in Audio

- Experience the emotions felt when making tough decisions
- Connect with the protagonist on a personal level
- Develop critical listening skills
- Reduce screen fatigue with the ability to listen on the go



"There is a big difference between reading a case and listening—you hear the inflection—the frustration and anger comes across much more prominently."

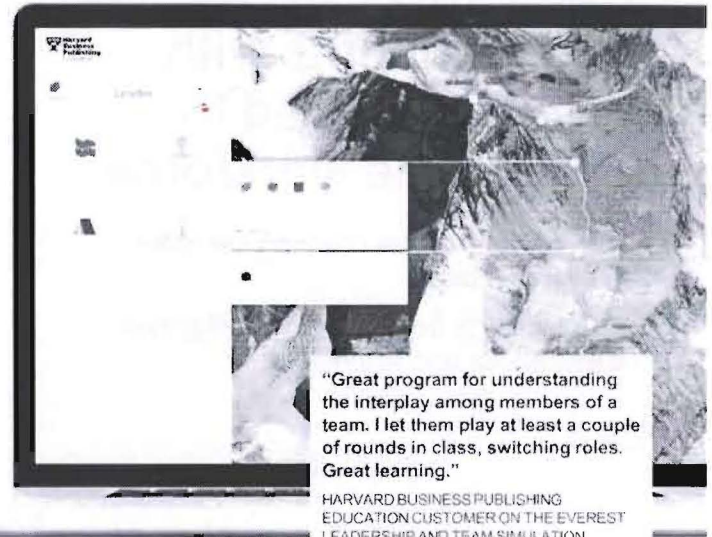
HARVARD BUSINESS PUBLISHING
EDUCATION CUSTOMER

Simulations – Academic Content



Simulate the real-world and encourage new skill development

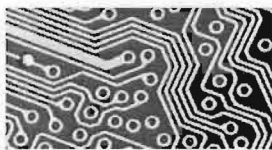
- Seat times range from 30 minutes to multi-hour
- Simple, powerful administration tools
- Flexible setup options
- Detailed Teaching Notes
- Web-based, graphical results ready for class presentation



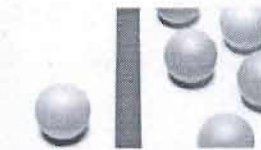
The Power of Simulations



Experiential Learning During Class



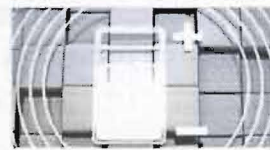
Global Supply Chain Management Simulation V2
Harvard Business Publishing



Innovation Marketing Simulation: Crossing the Chasm
Harvard Business Publishing



Operations Management Simulation: Balancing Process Capacity
Harvard Business Publishing



Strategic Innovation Simulation: Back Bay Battery v3
Harvard Business Publishing



Simulation Topics Include:

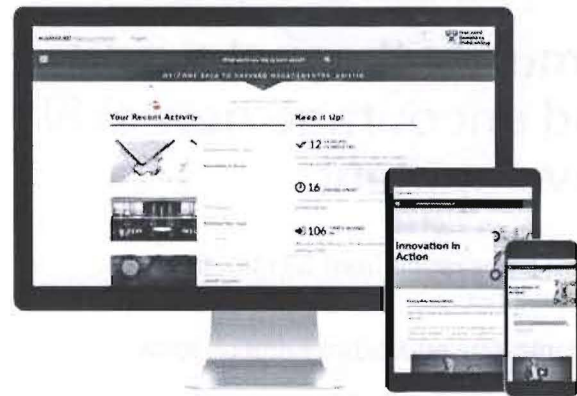
Adaptive Leadership	Crossing the Chasm	Global Collaboration	Marketing Strategy	Organizational Design	Service Management	Supply Chain Management
Balanced Scorecard	Decision Making	Innovation	Negotiation	Positioning	Startups	Value Proposition
Capital Budgeting	Design Thinking	Inventory Management	Networking	Pricing	Strategic Data Analytics	Working Capital
Career Planning	Economics	IT Management	Operations Management	Project Management	Strategy and the Value Chain	
Change Management	Family Business	M&A				
	Financial Analysis					

Harvard ManageMentor® - Corporate Career Readiness



Equip students with the skills needed to thrive in the workforce

- Interactive modules covering essential business topics
- Learn directly from experts sharing their experiences and techniques



"I've used several of the topics with hundreds of undergraduate and MBA students both in traditional classrooms and online environments. The scenario and interactive elements gives students a chance to practice difficult skills in a safe environment at their own pace."

HARVARD BUSINESS PUBLISHING EDUCATION CUSTOMER

Harvard ManageMentor®



Learn-Practice-Reflect

Each lesson includes cycle of practice and reflection to reinforce learning.

Program Design

- 42 modules spread across all major disciplines
- Includes assessments and certificate of completions
- Reports to track student's progress and comprehension of the content

[Watch Video](#)

Harvard ManageMentor Collections

Business Fundamentals

Provide non-business majors an introduction to core business skills.

Early Career Readiness

Relieve students first job jitters with an introduction to essential job skills to ease their transition into workforce.

Managing Yourself

Help students discover their talents, explore career options, and manage themselves as they navigate post-graduation life.

Leadership

Hones student's leadership skillset as they prepare to enter into management roles.

A Variety of Topics

Entrepreneurship

[Innovation Implementation](#)
[Innovation and Creativity](#)

Negotiation

[Negotiating](#)
[Persuading Others](#)

Marketing

[Marketing Essentials](#)
[Customer Focus](#)
[Strategy](#)
[Strategic Thinking](#)
[Strategy Planning and Execution](#)
[Business Case Development](#)
[Business Plan Development](#)

Finance & Accounting

[Budgeting](#)
[Finance Essentials](#)

Human Resource Management

[Developing Employees](#)
[Feedback Essentials](#)
[Hiring](#)
[Performance Appraisal](#)
[Performance Measurement](#)
[Retaining Employees](#)

Operations Management

[Process Improvement](#)
[Project Management](#)

Organizational Behavior

[Change Management](#)
[Crisis Management](#)
[Diversity](#)
[Global Collaboration](#)
[Leveraging Your Networks](#)

General Management

[Career Management](#)
[Coaching](#)
[Decision Making](#)
[Delegating](#)
[Difficult Interactions](#)
[Ethics at Work](#)
[Goal Setting](#)
[Leading People](#)
[Managing Your Boss](#)
[Meeting Management](#)
[Presentation Skills](#)
[Team Creation](#)
[Team Management](#)
[Stress Management](#)
[Time Management](#)
[Writing Skills](#)

Proposed Commercials

Recommended Option for PG/MBA



HBP Resources	Program name	Number of students	Site license fee per student per year	Total cost
1. Cases Ex. (25 HBS, Partner collection)	MBA (1 st Year Batch)	180	30\$ (Unlimited)	5,400\$
2. Simulations Ex. (Choice of 4 Simulation)	MBA (1 st Year Batch)	180	50\$	9,000\$
				14,400\$

Please Note : special pricing is offered for you above.

- 1) Regular Price for Per case study per student is USD 4.25.
- 2) Regular price for Online course is USD 45 to USD 75 per unit
- 3) Regular price for Simulation is USD 10 to USD 15 per unit
- 4) Regular Price for HMM Per course is USD 10

Thank you!

Customer Service & Technical Support:

Available 24/7

techhelp@hbsp.harvard.edu

1-800-545-7685 (1-617-783-7700)

India: 000-800001-6935



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Higher Education