

HSTalks: Topics, Formats and Categorisation

The collection is divided into six major thematic 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:](#) Video presentations by recognized experts in business and management
- [Case Study Interviews:](#) are designed to explore how different participants in commerce and industry, from start-up entrepreneurs to large corporation executives, confront the challenges they encounter.
- [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.