



## Higher Education: eProduct Review Request

### eProduct Review Process & Criteria

- This form pertains to eProduct (electronic products) only.
  - For case studies: unless you are responding to a specific request for proposals, case ideas are not solicited from authors outside HBS.
  - For *Harvard Business Review* article submissions, visit: [http://harvardbusinessonline.hbsp.harvard.edu/b02/en/common/util\\_contact\\_guidelines\\_hbr.jhtml](http://harvardbusinessonline.hbsp.harvard.edu/b02/en/common/util_contact_guidelines_hbr.jhtml)
- Please complete this entire form to ensure review.
- Products with Teaching Notes are given a higher priority for review.
- Harvard Business Publishing will try to respond within 4 weeks of submission, but response time may be longer.
- eProducts will be evaluated on the following criteria:
  - Content: rigor (academic quality of material and associated Teaching Note), currency (the timeliness and relevance of the subject), and content coverage (do we have a critical mass of course materials in the topic area).
  - Experience: usability (user interface, information architecture -- for both faculty and students), teachability (ease of use for faculty).
  - Distribution and Support: professional (meets product line standards), deliverable (can use platforms and formats we support and use).
- Please submit this form to your Harvard Business Publishing Regional Sales Manager or submit to: [Higher\\_Ed\\_Products@hbsp.harvard.edu](mailto:Higher_Ed_Products@hbsp.harvard.edu)

<b>eProduct Title</b>	
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### Authorship & Ownership

eProduct Author(s)	
Author Institution	
Author Contact: Email Address	
Author Contact: Phone	
Author Contact: Mailing Address	
List All Copyright Holders	
Copyrighted Material – list any copyrighted sources quoted/included within the eProduct	

## eProduct Information

eProduct Type (Multimedia Case, Course, Tool, Exercise, Simulation, Role Play, Video, Other)	
eProduct Language (English, Spanish, etc.)	
eProduct Format ( PDF, web, CD, DVD)	
eProduct Architecture (list product/platform technologies. Note whether product is usable on Mac platform)	
eProduct Playback (if electronic product, list technologies necessary for user playback)	
eProduct Length / Seat Time (number of screens, number of hours necessary to complete the experience, etc.)	
eProduct Year Created	

## eProduct Pedagogy

Discipline/Topic (list primary and secondary areas within which this product could be taught)	
Audience (list primary and secondary student audiences appropriate for using the product)	
Learning Objectives (be specific)	
Measures of Success (how will a faculty user know that learning objectives have been achieved?)	
Please attach a Teaching Note (and list the filename of the TN here)	
Please attach a User Guide if appropriate (and list the filename here)	
Primary Use (in class, homework, hybrid)	
Usage History (list institution and course where this material has been used with	

students, including # students)	
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### **eProduct Metadata**

eProduct Abstract (Write the proposed abstract that would appear on our website to sell this product – 2000 character maximum)	
Keywords (what words would someone use in a search to find this product?)	
Geographical and Industry Settings	

### **eProduct Distribution**

If this product is or has ever been distributed or sold, list details here	
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### **Harvard Business Publishing Contact**

Please list your original contact at Harvard Business Publishing regarding submission of this eProduct idea	
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