

Company Overview

Harvard Business School Publishing Corporation, USA (HBSP) is a US based, not-for-profit Corporation, with its principal office at 20 Guest Street, Suite 700, Brighton, Massachusetts, USA. HBSP was incorporated in 1993 and is primarily engaged in publishing and distribution of management educational materials in a variety of formats and media.

HBSP's mission is to improve the practice of management and its impact in a changing world. HBSP was established to extend the reach of Harvard Business School, serving as a bridge between academia and organizations, thereby enabling the School to scale beyond campus-based programs into the daily work of professionals worldwide.

HBSP is comprised of three market groups:

- Higher Education – Providing academic content like case studies, articles, simulations, reference materials and other teaching aids to Higher Educational Institutions.
- Corporate Learning – Providing e-learning and blended learning solutions to kindle management thoughts of enduring value and foster break through ideas to build leadership pipeline, enterprise wide skills and enhance business.
- Harvard Business Review Group – Distribution of Harvard Press books, HBR magazine and online access to hbr.org

Through these publishing platforms HBSP is able to influence real-world change by maximizing the reach and impact of its essential offering — ideas.

Harvard Business School Publishing India Private Limited (HBSPIPL) was incorporated on September 29, 2008. The Company was formed with an objective of providing sales and marketing support services to Harvard Business School Publishing Corporation, USA. The Company also started sales, marketing and publicity of books published by Harvard Business Press from July 2009. HBSPIPL is a closely held Company with 99% equity shares being held by Harvard Business School Publishing Corporation, USA.

Higher Education

HBR Higher Education Team aims to develop tomorrow's leaders through engaging business education

Business educators worldwide use course materials from the Higher Education group to add dynamic, real-life perspectives to undergraduate, MBA, and executive education programs. HBSP HE also offers resources and seminars that support participant-centered learning, the cornerstone of a teaching practice that stimulates students' thinking and prepares them for future managerial decision-making. The Higher Education web site expedites course planning and direct delivery of materials to students — including cases, articles, online simulations and courses. <https://hbsp.harvard.edu/>

Position Title:	Intern– Pre-Sales Higher Education
Summary:	
<p>This will be an exciting and challenging role that will enable you to work with the Higher Education Team and, expose you to the larger Undergraduate Strategy process from scratch gain experience in the form of creating database, understand the sales process from Segmentation, Targeting and Prospecting of customer base. Overall playing a part in the larger business development ecosystem.</p>	
Things to be done:	
<ul style="list-style-type: none"> • Research on the undergraduate markets in India and map programs with institutions • Assist in driving emailers, creative copy to drive engagement amongst target audiences • Develop deep understanding of HE products like Cases and its variants, Simulations, Online Courses and HMMs • Actively assist in overall sales cycle and learn by observing the deal dynamics. • Assist in identifying and mapping key stakeholders for HE Market group top schools contacts- deans, directors, program chairs • Assist in identifying existing and new Tier III B Schools and creating a road map for them • Research around Higher Education Landscape in India 	
Qualifications	
<ul style="list-style-type: none"> • Good written and oral communication skills • Hands on with MS Office- Excel, PowerPoint and Word • Excellent research skills and ability to interpret data • Must be self-motivated, hardworking and well-organized. • Must be interested in Education, Technology and allied fields 	