

Collections Catalogue 2021

STUNOUS
DIGITAL EDUCATION

ryze

Let Your Students DISCOVER



Our collections are designed to be flexible, media-rich, academically credible and inspiring: **think textbooks meet Netflix!**

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HAYS



Get a free trial of Ryze to watch many more companies, practitioners and academics talk about real world business.

Business and Management Collections

Organisational Behaviour
Strategic Marketing Management
Accounting and Finance
Management
Entrepreneurship
Innovation Management
Marketing
Human Resource Management
Strategy
Research Methods

Explore **600+ videos**, with features, case studies, explainers and animations!

Read **extensive learning content**, like that from any leading textbooks!

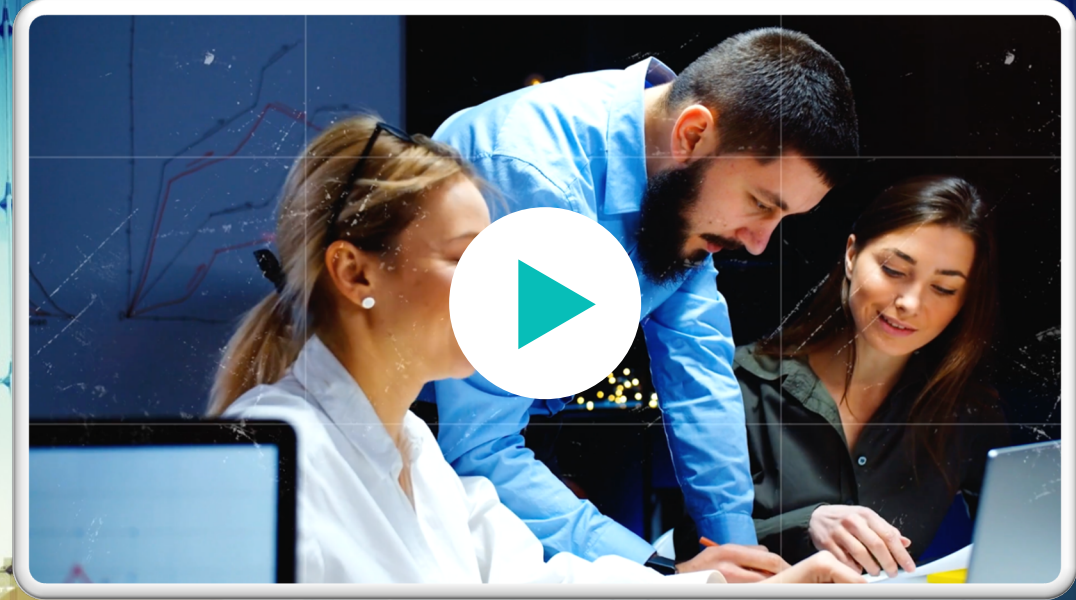
Check knowledge with **games, quizzes and assessments**

Learn through **reflective activities, applied exercises and discussion**

The Organisational Behaviour Collection

What topics are covered?

- ✓ Managing in Organisations
- ✓ Leadership
- ✓ Groups and Teams
- ✓ Motivation
- ✓ Communication
- ✓ Decision Making
- ✓ Personality and Identity
- ✓ Organisational Structure
- ✓ Organisational Culture
- ✓ Organisational Change
- ✓ Power and Politics
- ✓ Technology and Behaviour



↑
Check out
the collection
Video here!

The Extended Strategic Marketing Management Collection



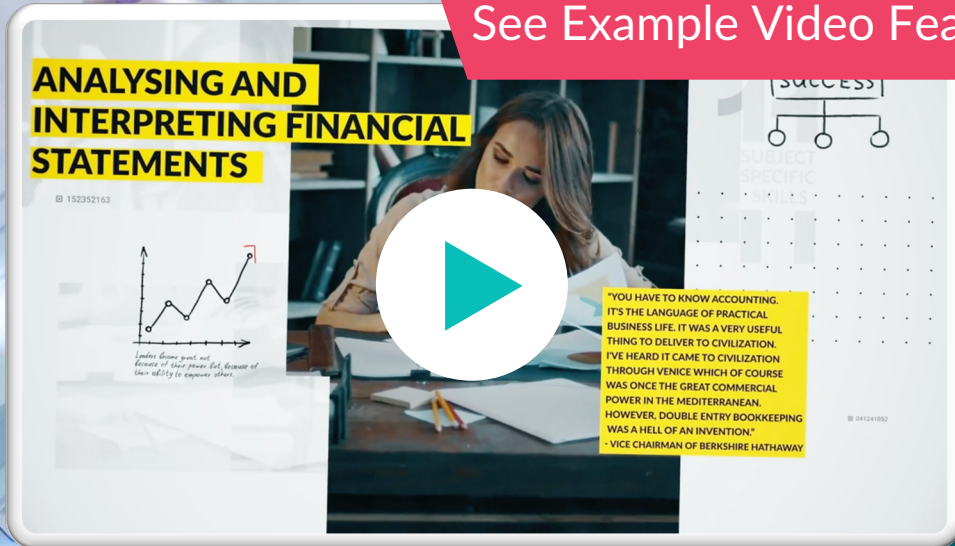
See Example
Video Feature
Here!

What topics are covered?

- ✓ Welcome to Strategic Marketing
- ✓ Marketing and Corporate Strategy
- ✓ Competitor Analysis
- ✓ Customer Analysis
- ✓ Strategic Marketing Planning
- ✓ Macro-Environmental Analysis
- ✓ Internal Analysis
- ✓ The Marketing Mix – Product
- ✓ The Marketing Mix – Pricing
- ✓ The Marketing Mix – Distribution
- ✓ The Marketing Mix – Promotion
- ✓ The Marketing Mix – Branding
- ✓ Market Segmentation The Short Term Marketing Plans
- ✓ Global Strategies
- ✓ Customer Care and Service
- ✓ Developing a Marketing Culture
- ✓ Mapping the Future


The Extended Accounting and Finance Collection

See Example Video Feature!



What topics are covered?

- ✓ Introduction to Accounting
- ✓ Measuring and Reporting Financial Position
- ✓ Measuring and Reporting Financial Performance
- ✓ Accounting for Limited Companies
- ✓ Measuring and Reporting Cashflows
- ✓ Analysing and Interpreting Financial Statements
- ✓ The Relevance and Behaviour of Costs
- ✓ Full Costing
- ✓ Budgeting
- ✓ Sources of Finance: Managing Working Capital
- ✓ The Economy, the Markets and the Firm
- ✓ Time Value of Money
- ✓ Valuing Bonds and Stocks
- ✓ Investment Evaluation Using NPV Analysis
- ✓ Alternative Investment Evaluation Criteria
- ✓ Decision Making and Project Analysis
- ✓ Sources of Corporate Financing
- ✓ Entrepreneurial Finance and Issuing Securities




See
L'Oreal Video
Case Study
Here!

The Extended Management Collection

What topics are covered?

- ✓ History of Management
- ✓ Leadership
- ✓ Building Effective Teams
- ✓ Decision-Making
- ✓ Delegation and Performance
- ✓ Organisational Culture
- ✓ Organisational Structure
- ✓ Motivation
- ✓ Communication
- ✓ Managing Strategy
- ✓ Managing Change
- ✓ Power and Politics
- ✓ Managing Marketing
- ✓ Creativity and Innovation
- ✓ International Management
- ✓ International HRM
- ✓ Managing Diversity
- ✓ Project management
- ✓ Technology and Behaviour



The Entrepreneurship Collection

What topics are covered?

- ✓ Entrepreneurship and Small Businesses
- ✓ Corporate Entrepreneurship, Social Entrepreneurship and University Enterprises
- ✓ Ethnic Minority, Family and Gender Entrepreneurship
- ✓ The Opportunity Recognition Process
- ✓ The Lean Start-Up and the Business Model
- ✓ Resource Acquisition and resource Allocation
- ✓ Entrepreneurial Marketing, Sales, Marketing and Brands
- ✓ Finance, Crowd Funding and Venture Capital
- ✓ Planning for Growth and Global Expansion
- ✓ Disruptive Innovation and Frontiers in Entrepreneurship

The Innovation Management Collection

Just Launched!

What topics are covered?

- ✓ What is Innovation?
- ✓ Selecting Ideas
- ✓ The Financing and Management of Innovation
- ✓ Open Innovation
- ✓ Exploiting Entrepreneurship and New Ventures
- ✓ Appropriability and Intellectual Property
- ✓ Markets for Technology
- ✓ Knowledge Creation to Optimise the Innovation Footprint
- ✓ Managing Global Innovation - Optimising Communication
- ✓ Strategy, Disruptive Innovation and Cost innovation
- ✓ Reverse Innovation and Cost innovation



See Example Video Feature!



The Marketing Collection

What topics are covered?

- ✓ Introduction to Marketing
- ✓ Marketing and its Function
- ✓ The Marketing Environment
- ✓ Marketing Strategy
- ✓ Marketing Planning and the Marketing Mix
- ✓ Segmentation, Targeting and Positioning
- ✓ Sustainable Marketing, CSR and Ethics
- ✓ Consumer Behaviour and Consumption
- ✓ Brand Management
- ✓ Business to Business Marketing
- ✓ Services Marketing
- ✓ Channel Supply Chain and Retail
- ✓ Product Development and Dissemination
- ✓ Promotions, PR, Advertising and Direct Marketing
- ✓ Digital Marketing and Social Media Management
- ✓ Marketing Research and Insights
- ✓ Global Marketing Strategy

The Human Resource Management Collection

What topics are covered?

- ✓ Introduction to HRM
- ✓ People Management
- ✓ HRM Strategy and Planning
- ✓ Recruitment
- ✓ Selection
- ✓ Reward and Recognition
- ✓ Employee Engagement
- ✓ Empowerment
- ✓ Emotions at Work
- ✓ Organisational Development
- ✓ Performance Management
- ✓ Discipline and Grievance
- ✓ Employee Relations
- ✓ Diversity and Equality
- ✓ International HRM



An aerial view of a city skyline at sunset, with numerous skyscrapers and buildings. The sun is low on the horizon, casting a warm orange glow over the city. The sky is a mix of blue and orange, with some clouds. The water of a bay or river is visible in the distance.

The Strategy Collection

Launching Soon

What topics are covered?

- ✓ Introducing Strategy
- ✓ The Importance of Strategic Planning
- ✓ Understanding the External Environment
- ✓ Understanding the Internal Environment
- ✓ Market Research for Strategy Analysis
- ✓ Operational Strategy and Competitiveness
- ✓ Business Level Strategy
- ✓ Corporate Strategy and Growth
- ✓ Internationalisation Strategy
- ✓ Actors, Power and Politics in Strategizing
- ✓ Organisation, Structure and Strategy
- ✓ Human Issues in Strategizing
- ✓ Technology Enabled Strategizing

The background of the slide features a blurred image of a hand holding a smartphone. Overlaid on this is a network of white hexagons connected by lines. Some hexagons contain icons of people in business attire. In the upper right, there is an orange rectangular box containing the title. In the lower left, there is a white box containing a list of topics. In the lower right, there is an orange rectangular box containing the text 'Launching Soon'.

The Research Methods Collection

What topics are covered?

- ✓ Conducting business research
- ✓ Planning your Research
- ✓ Engaging with the Literature
- ✓ Collecting Qualitative Data
- ✓ Collecting Quantitative Data
- ✓ Analysing Qualitative Data
- ✓ Analysing Quantitative Data
- ✓ Presenting Qualitative Data
- ✓ Writing and Presenting Research

Launching Soon

Collections for Everyone

Employability
Get Ready for University
Study Skills



The Employability Collection

What topics are covered?

- ✓ This Is Transition
- ✓ This Is the Professional You
- ✓ This Is You Leading
- ✓ This Is Collaboration
- ✓ This Is Digital
- ✓ This Is Your Business
- ✓ This Is Problem Solving
- ✓ This Is Global

↑
Check out
the collection
Video here!



The Get Ready for Uni Collection

Fully branded and personalised for your institution!

Launching Soon

- ## What topics are covered?
- ✓ Welcome to University!
 - ✓ Get ready to Journey
 - ✓ Get ready to Belong
 - ✓ Get ready to Study
 - ✓ Get ready to Engage
 - ✓ Get ready to Discover
 - ✓ Get ready for Living
 - ✓ Get ready for Opportunities

The Study Skills Collection

What topics are covered?

- ✓ Enjoy Learning
- ✓ Thrive in Your Course
- ✓ Manage Your Workload
- ✓ Resource Your Work
- ✓ Critical Thinking
- ✓ Writing Assignments
- ✓ Group Assignments
- ✓ Referencing
- ✓ Dealing with Exams



Launching Soon

New Collections

Summer 2021



Introduction to Business



Change Leadership



Operations Management



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