



Business & Economics

수업시간 이용 가이드

<http://search.alexanderstreet.com/business-economics>



Business & Economics

- AVON의 Business & Economics는 오프라인과 온라인 강의 모두를 아울러 이용할 수 있는 12,000개에 달하는 정보원을 보유하고 있습니다. The Society for Human Resource Management, Kellogg School of Management, Bloomberg TV, Inc. Magazine, Berrett-Koehler Publishers 등의 콘텐츠 파트너와 함께 텍스트북, 단행본 챗터, 잘 알려진 사례연구, 기업교육 비디오, 비즈니스 문서 샘플, 연구 보고서 등을 제공하고 있습니다.
- Fields of Interest
Accounting, Consumer Behavior, Corporate Communication, Corporate Governance, Economics, Entrepreneurship, Finance, Human Resource Management, International Business, Marketing Strategy, Strategic Management, Supply Chain Management



Business & Economics 접속

①

MENU

②



MY COLLECTIONS ▾

DISCIPLINES ▲

TITLES

PUBLISHERS

PLAYLISTS

CLIPS

Q Search all content

Advanced Search

My Video

Art & Design

Diversity

Health Sciences

History

Literature & Language

Music & Performing Arts

Personal Interest

Psychology & Counseling

Science & Engineering

② Social Sciences

Anthropology

Business & Economics

Criminal Justice & Public Safety

Education

Environmental Studies

Human Rights Studies

Media Studies

Politics & Current Affairs

Psychology

Religion & Thought

Social Theory

Social Work



① 왼쪽 상단 MENU 클릭

② Disciplines 탭 선택하여 Social Science 중 Business & Economics 클릭



개인계정 접속

1. Business & Economics 접속 후 개인계정 접속하기 (화면 우측 상단)



③ User account

Username *

Password *

Log in

- ① 첫 페이지 오른쪽 상단의 사람모양 아이콘 클릭
- ② “Create new account” 에서 개인계정 만들기 (username & password 생성)
- ③ 만든 username과 password 입력 후 로그인



검색

Business & Economics

Business & Economics brings together, in one institutionally-owned and hosted resource, more than 12,000 rights-cleared learning items that can be used for in-class, hybrid and online learning. Our range of content includes textbooks, book chapters, sample business documents and executive-oriented research. Our business collections are designed to make top-quality and enrich course preparation, improve student learning and broaden business research materials.

Search: 검색어 입력 후
실행하는 단순검색

Search inside this community



[Advanced Search](#)

Advanced Search: 상세 검색

[All](#) [Syllabus Topics](#) [Fields of Interest](#) [People](#) [Topics / Themes](#) [Places Discussed](#) [More...](#)

Browse all [Fields of Interest](#) or click on individual links from the list below.

- > Accounting (23)
- > Consumer Behavior (420)
- > Corporate Communication (156)
- > Corporate Governance (348)
- > Economics (1611)
- > Entrepreneurship (530)
- > Finance (1072)
- > Human Resource Management (663)
- > International Business (755)
- > Marketing Strategy (286)
- > Strategic Management (716)
- > Supply Chain Management (28)

Browsing: 목차검색

Collections

▲ Editor's Selections





상세검색

Advanced Search: Social Sciences / Business & Economics

Your search criteria match [5,081 items](#)

SEARCH

[Clear](#)

Words Anywhere

Title and Series

Person

Organization

Topic / Theme

Place Discussed

Industry

Publisher / Producer

Collection [Show all collections ▼](#)

Specialized Area of Interest

☒ [Select all](#)

☒ Accounting

☒ Economics

☒

☒ Consumer Behavior

☒ Entrepreneurship

☒

☒ Corporate Communication

☒ Finance

☒

☒ Corporate Governance

☒ Human Resource Manag...

☒

Advanced Search (상세 검색) : 각 검색어 필드에 해당 키워드 넣어 검색

Words Anywhere: 모든 텍스트 검색

Title and Series : 비디오 제목이나 시리즈로 제작된 비디오 검색

Person : 인물 이름

Organization : 단체 이름

Topic/Theme : 토픽, 주제별 분류

Person Discussed : 언급된 인물

Industry : 산업

Publisher / Producer : 출판사 및 제작사

Special Area of Interest : 관심분야



검색결과보기

3. 검색 결과로 찾은 자료 살펴보기

- 비디오 마다 제공되는 See details나 간단한 소개 자료 미리 읽어보기

SEARCH RESULTS

Include sample content ☐

BUSINESS & ECONOMICS

Business & Economics (25)

Politics & Current Affairs (1)

Social Work (1)

REFINE YOUR SEARCH

SYLLABUS TOPIC

International Business Syllabus (4)

Human Resource Management Syllabus (1)

PERSON

ORGANIZATION

TOPIC / THEME

PLACE DISCUSSED

INDUSTRY

DURATION

PUBLISHER / PRODUCER

CONTENT TYPE

LANGUAGE OF EDITION

DATE PUBLISHED / RELEASED


Business & Economics » Search: *entrepreneurship asia* 0 items selected

Searching: *entrepreneurship asia* 25 results


Search within these results

Title / Album Relevance


☒ within these results ☐ all of Business & Economics



See details



See details



See details

FROM MOTOR CITY TO TECH CITY?

produced by Bloomberg; interview by Deirdre Bolton, fl. 1999-2013 (New York, NY: Bloomberg, 2013), 3 mins

[Cite](#) [Email](#) [Playlist](#) [Share](#) [Embed/Link](#) [Send to mobile](#)

Description	Fundable.com Co-Founder and President Eric Cort discusses why angel investors are looking at Detroit with Deirdre Bolton on Bloomberg Television's 'Money Moves.'
Subject	Entrepreneurship
Specialized Area of Interest	Entrepreneurship
Topic / Theme	Entrepreneurship , Business, Securities, Commodity Contracts, and Other Financial Investments and Related Activities
Field of Study	Business & Economics
Content Type	News story, Interview
Contributor	Bloomberg
Author / Creator	Deirdre Bolton, fl. 1999-2013
Date Published / Released	2013
Publisher	Bloomberg
Copyright Message	Copyright © 2013 by Bloomberg LP

William Weldon discusses considerations in an international marketplace.

[+](#) [Email](#) [Share](#)



비디오 화면



From Motor City to Tech City?

produced by Bloomberg; interview by Deirdre Bolton, fl. 1999-2013 (New York, NY: Bloomberg, 2013), 3 mins

Cite Email Share Playlist Embed/Link Select item Send to mobile

Details Transcript

city

- Details: 비디오 간략 서지 정보
- Transcript: 해당 비디오 트랜스크립트



and we believe
having a succ

01:45

DEIRDRE BOLTON
Angel investor.

talent in the Midwest. I mean the cliché is basically everyone that's needed to get your company off the is either on the east coast or the west coast.

02:00

THE TRANSFORMATIVE ECONOMIC POWER OF STARTUPS

ERIC CORL: Well, talent is always an issue in any city. In San Francisco you have trouble finding talent because there's a shortage there as well. So education is the key there. Ah, there are any place or universities but where there are jobs you will attract talent. So if you can create jobs, you will be able to attract that talent and bring in smart, ah, savvy programmers and people you need to help build your business. And we've seen that in Austin, DC and even Las Vegas where you're actually importing talent to help build companies with Tony Hsieh's

동영상 재생 및
이용 기능

Okay, your most recent venture,
it's a platform for streaming at the
funding process. What is the most exciting development
that you're seeing right now?



트랜스크립트

Details Transcript

activity → 현재 비디오 내에서 검색

Result 1 of 5

done about five years ago is a change from that lecture format, uh... inside the classroom, where sometimes I'm lecturing about these concepts for 45 to 50 minutes. I've taken that out and I put it outside the timetable and kind of condensed it to about an eight to ten minute video. The first bit of digestion happens in the mouth. So this is where starch, gets broken down into maltos. So it doesn't get broken down into a... Obviously, we're that doing that the flip model, where we watch the videos outside of class that way we don't have to take up all the time with the disseminating of the content, we can take that information put it out and that video that takes eight ten minutes, twenty minutes after everything's written down and all said and done and now we can do activities like this, uh... in class rather than just me going back and forth.

28:25 MYRON DUECK: Hang on a second. What you mean by outside the timetable?

28:30 SCOTT HARNKNESS

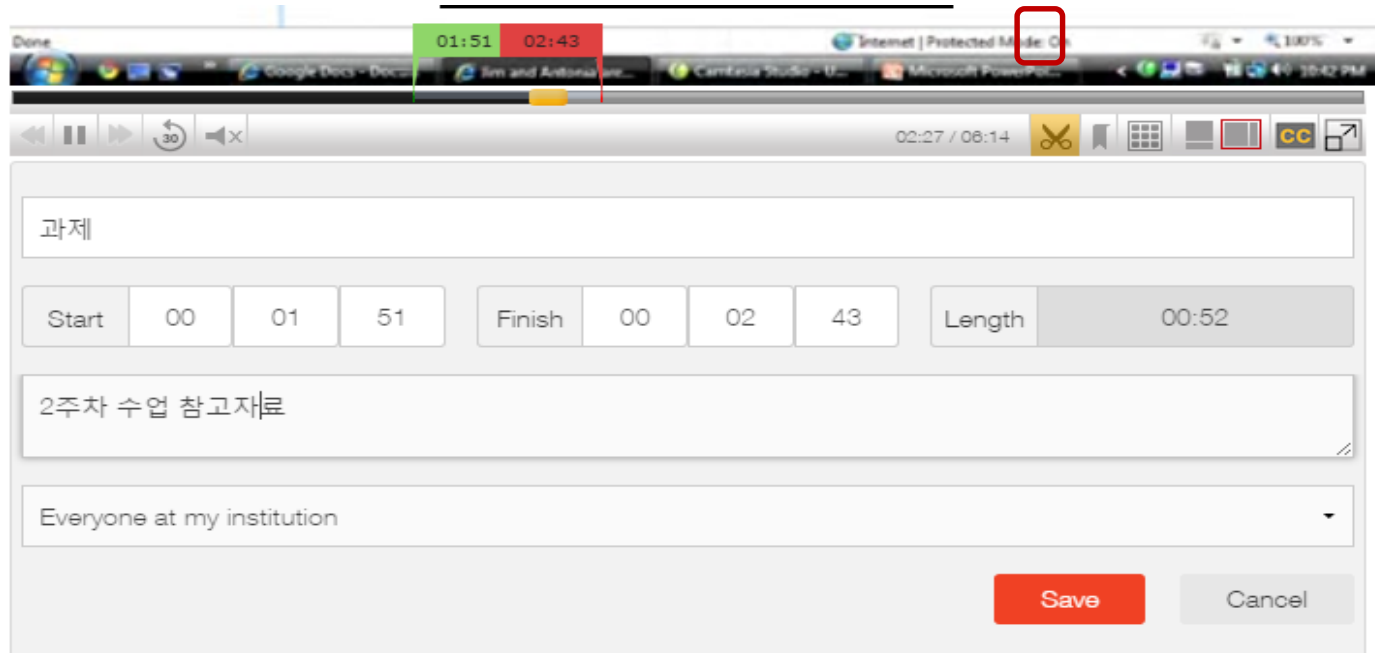
- (1) 트랜스크립트에서
검색하여 원하는 부분만
찾아보기
- 원하는 부분
(트랜스크립트) 클릭
시 비디오 함께 이동

비디오와 함께 연동되어 나오는 소리
그대로 트랜스크립트로 확인 가능



클립핑 - 화면 잘라내기

5. 강의와 관련된 부분만을 잘라내어 (clipping 기능 이용)
저장하기 (저장과 동시에 track 옆에 clip 탭 자동 생성)
- 잘라낸 비디오 (링크 자동생성) 링크 복사하여 본인 자료에
붙여넣기 후 이용하거나 해당 페이지에서 직접 이용



Clipping: 화면 하단의 아이콘 중 가위모양 클릭하면 비디오 중에서
본인이 원하는 분량만큼 잘라내어 저장하기 (개인계정 필요)



클립핑 - 잘라낸 화면 보기

Details Transcript Clips

클립 만든 후 Details / Transcript 옆에 Clips 탭 생성

Clips



과제



Notes: 2주차 수업 참고자료

(Duration: 00:52)

Permalink to / Embed code for "과제"

생성된 클립마다 링크
부여

Permanent link to "과제"

Copy and paste the link below to create a link to this page on another website:

<https://search.alexanderstreet.com/view/work/3292034/clip/138279>

Embed code for "과제"

Copy and paste the following code to embed this player in your website:

```
<iframe src="https://search.alexanderstreet.com/embed/token/0dadoc9j70p3ee8"
frameborder="0" width="470" height="390" allowfullscreen></iframe>
```



기능설명



- ① 북마크: 동영상 시청한 부분까지 표시
- ② TOC: 썸네일. 짧은 시간 단위로 구성된 화면 중 원하는 부분으로 바로 가기 선택
- ③ 화면구성: 화면 왼편, 위, 전체 보기 가능
- ④ CC: 자막 스크린에 띄우기
- ⑤ 전체 화면으로 키우기



기능설명

①

②

③

④

Cite Email Share Playlist

</> Embed/Link

+ Select item

Send to mobile

OPTIONS

FORMAT LIST FOR CITATION

- ☒ Brief
- ☐ APA
- ☐ Chicago B
- ☐ MLA6
- ☐ MLA7

Styles powered by EasyBib

EMAIL LIST

PRINT LIST

EXPORT LIST

SAVE LIST

SHARE LIST

PLAYLIST

① Cite

- Format list for citation: 원하는 형태로 인용 자료 보기
- Email list: 인용문 이메일 보내기
- Print list: 인용문 출력하기
- Export list: 인용문 기관에서 이용하고 있는 형태로 보내기
- Save list: 인용문 저장하기
- Share List: SNS 이용하여 링크 보내서 다른 이용자와 내용 공유
- Add to playlist: 개인계정에 저장하기

② 다른 웹사이트에 붙일 수 있는 링크 보기

③ Select Item: 선택한 동영상 선택하여 임시 저장하기

④ Send to Mobile: 버튼을 클릭하면 볼 수 있는 QR 코드나 링크를 이용하여 스마트폰이나 태블릿 PC에서 동영상 보기



스마트기기 이용한 자료보기

BBC Worldwide

Send to a mobile device

To send a link to your mobile device, use one of the available options:

1 To send this to your device via email or SMS, enter addresses or phone numbers below:

Note: For numbers outside of the United States, please begin with + (country code)


[Add Field](#)

Send

2 Enter this short link directly into your device's web browser:

<http://asp.to/qhgh>

3 Scan this QR Code with a compatible device:



[What's This?](#)

28:18 / 44:25

Exposed

presented by Nancy Durham; produced by Guy Smith, British Broadcasting Corporation (BBC), in Correspondent (London, England: British Broadcasting Corporation (BBC), 2013), 44 mins

[Cite](#) [Email](#) [Share](#) [Playlist](#) [Embed/Link](#) [Select item](#) [Send to mobile](#)

- ① “Send to mobile” 클릭
- ② 옵션 선택 (3가지 방법 중 선택)
 - 본인의 전화번호 입력 (국가번호+전화번호)
 - URL 접속
 - QR 코드 스캔

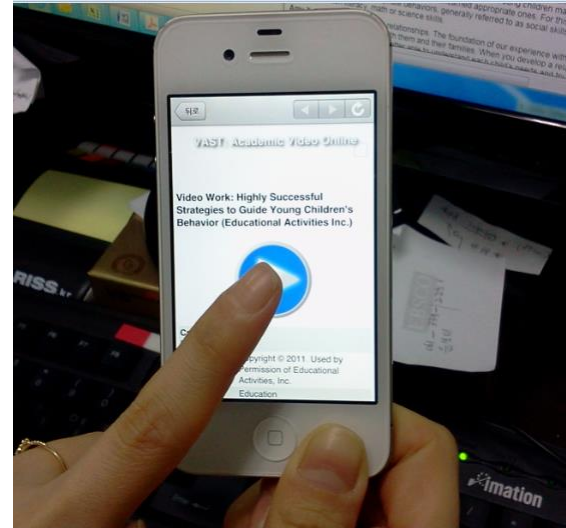


스마트기기 이용한 자료보기

①



②



- ① 스마트 기기로 QR 코드 스캔
- ② 선택한 작품이 스마트 기기에 디스플레이 되면 재생 버튼 클릭
- ③ 동영상 감상

③





감사합니다.