Today’s Session

- (Re)introduction to Baker Library
- Overview of Baker’s alumni services
- Leveraging Baker’s alumni resources to see emerging business threats, challenges, and opportunities
- Q&A
We’re on your team

Baker helps move your ideas forward with expertise, enthusiasm, and efficiency
Baker for Alumni

Alumni Questions Answered

<table>
<thead>
<tr>
<th>Year</th>
<th>Questions Answered</th>
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</thead>
<tbody>
<tr>
<td>FY14</td>
<td>300</td>
</tr>
<tr>
<td>FY15</td>
<td>400</td>
</tr>
<tr>
<td>FY16</td>
<td>500</td>
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<tr>
<td>FY17</td>
<td>600</td>
</tr>
<tr>
<td>FY18</td>
<td>800</td>
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Informed Leaders
Start Here

Baker is a preeminent business library, offering:
- Publications
- Special collections
- Business research resources and services
Working Knowledge

- Baker’s award-winning weekly publication
- Highlights new HBS faculty research
- Practitioner-focused
- [hbswk.hbs.edu](http://hbswk.hbs.edu)
In today's tight job market, employers must focus on how to attract and keep top talent. Giving away stacks of money may not always be the best incentive, warns Ashley Whillans.
Special Collections

- Extensive collection of business archives spanning eight centuries, from the Medici family to Lehman Brothers.

- HBS Archives:
  - Retired cases;
  - HBS courses;
  - Archival photographs;
  - HBS facts (example: tuition in 1910)

- Skilled business archivists can assist researchers on campus and virtually.
Baker is piloting a new service to provide alumni with special access to the R.G. Dun & Co collection of 19th century credit reports for use in genealogical research.

We are seeking a small group of alumni to help us develop this service. We’ll provide reports for ancestors or firms active in the US between 1840 and 1890.

To learn more, contact Rachael Comunale at rcomunale@hbs.edu or stop by Baker Library room 102 at 2:30 pm today for a full presentation on both the service and this unique collection.
What Do You Want to Do?

- Examine Trends & Disruptors
- Analyze Industries
- Research Markets
- Analyze Companies
- Analyze Countries & Regions
- Value a Company
- Launch New Ventures
Baker for Alumni

Complimentary services:
- Assisted search: online and in-person
- eBaker

Premium services:
- Baker for Business (B4B)
Assisted Search: Research Consultations

- Identify Starting Points: Select the best resources for your question
- Help Using Resources: Use effective search strategies
- Wherever You Are: Phone, email, chat, and in-person support
Stamps Reading Room

- Lifetime access
- Onsite resources:
  - 90+ databases
  - Extensive print collection
- Research consultations
- Visit the Reading Room to learn more about our new tap access cards for local alumni
eBaker Resources

**ABI/PROQUEST**
Useful to explore best practices, trends and forecasts in all aspects of business and management such as niche industries, and business strategies.

**American City Business Journals**
Local business news and information from more than forty cities across the United States.

**D&B Global Express**
A large database of public and private companies and their executives throughout the world that could help you identify job leads.

**Directory Of Venture Capital & Private Equity Firms**
Directory of over 2,300 Domestic & International Venture Capital and Private Equity Firms, with contact information, investments and funds.
B4B: Your Research Team

- **eBaker**
  - Premium resources: ✓
  - Expert guidance: ✓
  - Custom reports: ✓

- **Assisted Search**
  - Premium resources: ✓
  - Expert guidance: ✓
  - Custom reports: ✓

- **B4B**
  - Premium resources: ✓
  - Expert guidance: ✓
  - Custom reports: ✓
The B4B Advantage

**Defined Scope and Cost**
Zero in on your key research questions; upfront budget

**Thorough Discovery**
Scour premium and free resources to find answers

**Clear Takeaways**
Synthesize findings into a concise deliverable
Our Deliverables

Executive Summary

Objective

The new HRP initiative is investigating efficacy and engagement with new education technologies and content themes. The team was asked to provide support to the areas of emerging instructional practices, trends in learning design evaluation broadly, and in online learning specifically. Research related to higher educations and adult learners, business education, and learning practices was of particular interest.

Key Findings

Educational research in the last decade has focused on the idea of high-impact practices – teaching practices that research has shown to be most effective. These high-impact practices, such as first-year seminars, writing specifically to classroom students, are ongoing practice settings. However, some are broadly applicable (e.g., writing, intensive environments). High-impact practices are supported by broadly applicable pedagogical models such as reflection-based and authentic learning environments.

In recent years, many of these practices and elements have been adapted for use in online learning environments. Online learning offers unique opportunities for writing, intensive, reflective, collaborative learning.

This report focuses primarily on teaching practices, with a brief overview of common instructional design models. The final section breaks out teaching practices as applied to online learning. Here, available research on specific technologies such as game-based learning has been noted where possible.

Findings

Models

Although there are no standard definitions for instructional design and learning design, instructional models can be understood as a process for improving education in a consistent way. The past decade of research on instructional design and technology has placed “high emphasis on technology-related issues, distance education, communication strategies, and instructional methods.”

Models help structure and guide instructional design. In 2013, over 100 instructional design models had been identified in the literature. For a survey of instructional design models, the ADDIE model (Figure 1) below is considered in the paragraph among other models built on. A review of instructional design research from the past 15 years identified ADDIE (Analysis, Design, Development, Implementation, Evaluation) or ADDIE instructional design as other popular models.
Our Impact

“Baker for Business is a trusted partner—they do high-value, secondary research for us so that we can focus on our core mission and make more informed decisions that fuel innovation and growth.”

Rick Bauerly
MBA Class Of 1986
Founder and CEO, Granite Equity Partners
Researching the Future
Consider Disney

- Where are they today?
  - Look at the current state of a company.
- Where are they headed?
  - How to research a company’s future.
- Areas for innovation?
- Roadblocks?
- Competitors?
Recent M&A activity

- Miramax – 1993; $60M
- Capital Cities/ABC/ESPN – 1995; $19B
- Fox Family Worldwide – 2001; $2.9B
- The Muppets – 2004; $75M
- Pixar – 2006; $7.4B
- Oswald the Lucky Rabbit – 2006; ***
- Marvel – 2009; $4B
- Hulu – 2009; 30% purchased
  - (*60% post Fox Merger 2019)
- Lucasfilm (Star Wars) – 2012; $4.06B
- 21st Century Fox – 2019; $71.3B
eBaker

CAREERS

eBaker Resources

- TASKS
  - View All
  - Create a List of Companies (5)
  - Explore News & Trends (7)
  - General Purpose (2)
  - Learn About Competitors (5)
  - List Potential Emplleys (6)
  - Prepare for Interview (2)
  - More

- ACCESS TYPE
  - View All
  - Freely Available (15)
  - HBS Alumni Discount (1)
  - HBS LEFA Access (13)
  - Harvard Key Access (5)

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Directory Of Venture Capital & Private Equity Firms
## Financials

- Revenue, stock information, etc.

### 93-266-0376. THE WALT DISNEY COMPANY

500 S BUENA VISTA ST, BURBANK, CALIFORNIA - 91521-0007, USA

www.disney.com

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<thead>
<tr>
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<tbody>
<tr>
<td>Total Revenue</td>
<td>59,434,000</td>
<td>55,137,000</td>
<td>55,632,000</td>
<td>52,465,000</td>
<td>48,813,000</td>
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<tr>
<td>EBITDA</td>
<td>18,416,000</td>
<td>16,635,000</td>
<td>16,729,000</td>
<td>15,525,000</td>
<td>13,657,000</td>
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<tr>
<td>Operating Income</td>
<td>14,804,000</td>
<td>13,775,000</td>
<td>14,202,000</td>
<td>13,171,000</td>
<td>11,400,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>12,598,000</td>
<td>8,980,000</td>
<td>9,391,000</td>
<td>8,382,000</td>
<td>7,501,000</td>
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<tr>
<td>Revenue per Share</td>
<td>39.76</td>
<td>35.26</td>
<td>34.24</td>
<td>30.47</td>
<td>28.13</td>
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<tr>
<td>EPS from Continuing Operations</td>
<td>8.36</td>
<td>5.69</td>
<td>5.73</td>
<td>4.90</td>
<td>4.26</td>
</tr>
<tr>
<td>EPS - Net Income - Diluted</td>
<td>8.36</td>
<td>5.69</td>
<td>5.73</td>
<td>4.90</td>
<td>4.26</td>
</tr>
<tr>
<td>Share Outstanding</td>
<td>1,488,000</td>
<td>1,517,000</td>
<td>1,597,000</td>
<td>1,661,000</td>
<td>1,707,000</td>
</tr>
<tr>
<td>Weighted Average Shares Outstanding - Basic</td>
<td>1,499,000</td>
<td>1,568,000</td>
<td>1,629,000</td>
<td>1,694,000</td>
<td>1,740,000</td>
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<tr>
<td>Weighted Average Shares Outstanding - Diluted</td>
<td>1,507,000</td>
<td>1,578,000</td>
<td>1,639,000</td>
<td>1,709,000</td>
<td>1,759,000</td>
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<tr>
<td>Earnings per Share - Basic</td>
<td>8.40</td>
<td>5.73</td>
<td>5.76</td>
<td>4.95</td>
<td>4.31</td>
</tr>
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News

- Find recent and historical news coverage

HBS LEFA ACCESS

**Nexis**

Access to thousands of news, business, legal, and medical publications and information sources. Includes newspapers, newsletters, magazines, trade journals, wire services, and broadcast transcripts. Offers international resources. One-time registration with LEFA required.
Company Information

- Annual reports, SEC filings, SWOT, peer analysis, news.

HBS LEFA ACCESS

D&B Global Express

A large database of public and private companies and their executives throughout the world that could help you identify job leads.
Industry Information

• Industry reports

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ABI/INFORM Collection

Film & Video - Quarterly Update 3/25/2019

First Research Industry Profiles; Fort Mill, South Carolina, (Mar 25, 2019).

Full text - PDF  Abstract/Details
Reliable Data

• Well sourced, accurate information

HBS LEFA ACCESS
Statista

NOTE: Read our account set-up instructions before visiting Statista. A statistics portal that integrates thousands of diverse topics of data and facts from a wide range of sources onto a single platform.

SEARCH RESULTS (> 1,000)

Subscription revenue of video streaming services in the U.S. 2018
Annual subscription revenue of selected subscription video streaming services in the United...

Streaming subscribers in the U.S. 2019, by service and generation
Share of consumers with a video or music streaming service subscription in the United State...

Leading U.S. video streaming services 2018, by monthly average users
Most popular video streaming services in the United States as of July 2018, by monthly avera...
Competitor analysis

- Find and research the competition
- Streaming: Netflix, Amazon, etc.
- Film: Warner Bros (AT&T), Universal (Comcast), Paramount (Viacom).
Today’s Session

- Introduction to Baker Library
- Overview of Baker’s alumni services
- Leveraging Baker’s alumni resources to see emerging business threats, challenges, and opportunities
Learn More

- Visit us in the Stamps Reading Room today until 5 PM
- Call, email, or stop in any time:
  - [www.alumni.hbs.edu/baker](http://www.alumni.hbs.edu/baker)
  - [infoservices@hbs.edu](mailto:infoservices@hbs.edu)
Baker
Your Library for Life