

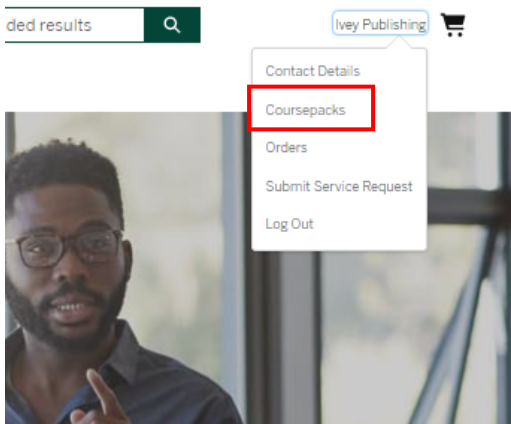
Coursepack Builder Instructions

1. Begin by logging in to your [Ivey Publishing account](#).

Login

[Forgot Password?](#)

2. Click on your username to the top right of the webpage and select [Coursepacks](#) from the drop down menu




3. Select **Create Coursepack** and fill in the required fields marked by a red asterisk. Any student instructions will be visible to students when they access the coursepack page to purchase.

Coursepacks

ACTIVE DRAFT EXPIRED SHARED WITH ME ALL COURSEPACKS

Last Modified Date (Newest) ▼

4. Once all fields are filled, click **Create**.



Create Coursepack

* Course Name

* Professor Name(s)

* Course Start Date

* Course End Date

* Course Level


* Expected Enrollment Number

Student Instructions

* Payment Options
 Institution Pay
 Student Pay

CREATE

- a. Please note, these fields are editable by clicking on **Edit**.

Marketing 

June 8, 2022 - June 22, 2022

Various Professors

Course Level: Graduate

Expected Enrollment: 12

Payment Type: Institution Pay

5. To start adding products, click **Add**.

+ ADD **REUSE** **SHARE**

Status: DRAFT Current Cost: \$19.70CAD per student

FINALIZE **PREVIEW**

6. Type in the product title or Ivey product number then hit **Enter**. Select the correct product and click **Add to Coursepack**.

Add Products to Coursepack

Search by product number or title followed by the 'enter' key

Search Results

Crayola: Environmental Disruptions Affecting Its Back-to-School Strategy
9B21A014 • Case (PDF) • 11 pages • English

ADD TO COURSEPACK

- a. For products with multiple versions, please check the product title to select the correct language product as other language options will be available.

Add Products to Coursepack

Search by product number or title followed by the 'enter' key

Search Results

Pillsbury Cookie Challenge (Spanish)
9B11AS001 • Case (PDF) • 16 pages • 2013-04-16 (Rev: 2018-03-08) • Spanish

ADD TO COURSEPACK

Pillsbury Cookie Challenge
9B11A001 • Case (PDF) • 14 pages • 2011-02-03 (Rev: 2018-03-08) • English

ADD TO COURSEPACK

- 7. Click **Done** when you are finished adding products.

Add Products to Coursepack

Search by product number or title followed by the 'enter' key

Search Results

Promoting the Rights of Every Child: The IKEA-UNICEF Partnership to Prevent and Combat Child Labor
12829 • Case (PDF) • 7 pages • 2014-04-09 (Rev: 2014-04-02) • English

ADD TO COURSEPACK

IKEA India: Expanding to Success
9B18M094 • Case (PDF) • 11 pages • 2018-06-28 (Rev: 2018-06-19) • English

ADD TO COURSEPACK


Welspun India Limited: A Sustainability Journey (Simplified Chinese version)
9B20MC196 • Case (PDF) • 14 pages • 2021-05-11 (Rev: 2020-11-20) • Simplified Chinese

ADD TO COURSEPACK

Welspun India Limited: A Sustainability Journey
9B20M196 • Case (PDF) • 15 pages • 2020-11-20 • English




ADD TO COURSEPACK


DONE

8. To rearrange products, place your cursor inside the product box or hold the  icon with your mouse and drag up or down to rearrange.

Apple Watch: Managing Innovation Resistance

Tania Bucic; Gaganpreet Singh
9B18A005 • Case (PDF) • 8 pages • 2018-01-24 (Rev: 2020-11-13) • English
Ivey Publishing






9. To delete a product, click the  icon to delete.

Apple Watch: Managing Innovation Resistance



Tania Bucic; Gaganpreet Singh
9B18A005 • Case (PDF) • 8 pages • 2018-01-24 (Rev: 2020-11-13) • English
Ivey Publishing



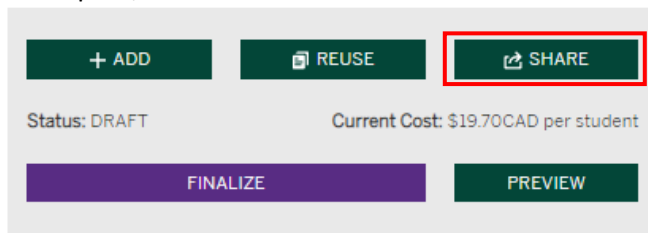
10. Click on **Preview** to download a preview copy of the coursepack. Any hidden materials will not be included in the coursepack PDF as this will be released to students as a separate download on the specified date and time.

 ADD  REUSE  SHARE

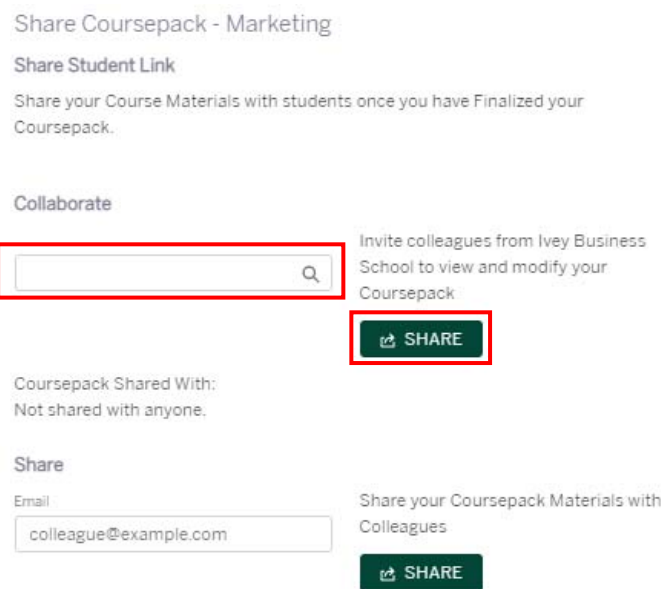
Status: DRAFT Current Cost: \$19.70CAD per student

 FINALIZE  PREVIEW

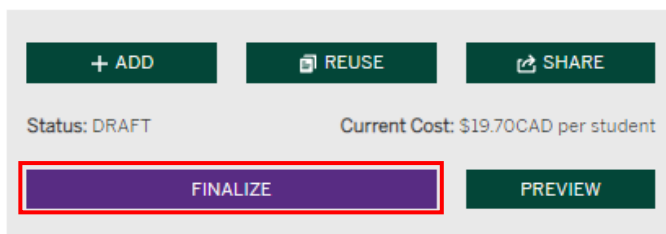
11. To share your coursepack with a colleague or faculty member to view and modify your coursepack, click on **Share**.



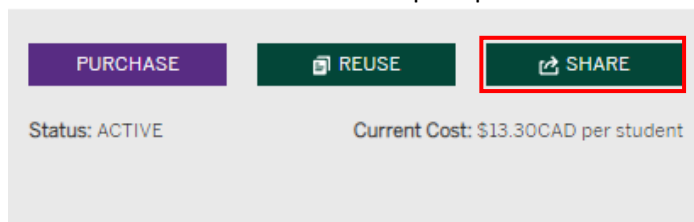
12. Under **Collaborate**, start typing the name in the search box. Click on the colleague's name to select and click **Share**. Coursepacks can only be collaborated with colleagues within your institution with an active account on our website. If you are unable to locate the name of your colleague, ensure they are registered on the website before sharing.



13. Review the list when all products have been added to the coursepack. Products can **only** be added or deleted prior to the coursepack being finalized. Once you are ready to make the coursepack active, click on **Finalize**.



14. Click on **Share** to share the coursepack purchase link with students.



15. There are two ways to share the link with your students:

- a. Copy the link and post it to an LMS, include in a course syllabus or share with students via email.

Share Coursepack - marketing

Share Student Link

Copy Link to Share

Send instructions to students on how to access their course materials

- a. Click on **Send Instructions** to send an email with coursepack instructions to your students.

Share Coursepack - marketing

Share Student Link

Copy Link to Share

Send instructions to students on how to access their course materials

Type the students email and click **Send Email** or click **Use Mail App** to open your default email application to send the email.



Send Student Instructions

* To:

* Subject

Body

Salesforce Sans 12 **B** *I* U

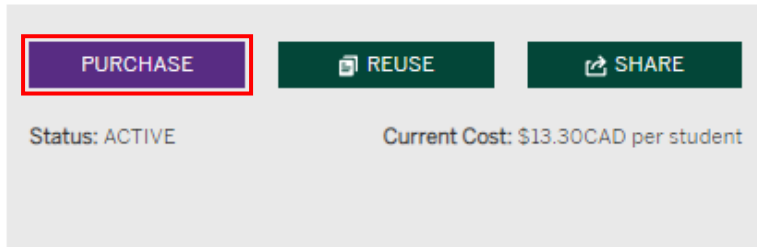
Please see the step by step instructions below to purchase the materials required for your course.

Course: Marketing
Professor(s): Various Professors
Starting: June 8, 2022
Ending: June 22, 2022

1. Go to the Ivey Publishing website at www.iveypublishing.ca
2. Log in to your existing account or click "Register" to create a new account

Purchasing Coursepacks on Behalf of Students

1. Go to the correct coursepack or click on the coursepack link and click **Purchase**.



2. Enter the number of copies needed and click on **Add to Cart and Checkout**.



Purchase Coursepack

*Quantity Total Cost: \$155.25 *Discounts applied at checkout

Course Materials Included

2 items

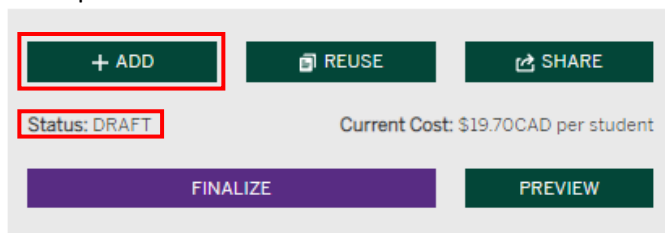
Product
Starbucks Coffee Company in the 21st Century
Porsche Exposed

3. Once you complete your order, the case files will be available immediately for you to download by clicking **View My Order → Downloads**
4. Case files can be posted to a learning management system (LMS). For example, Moodle, D2L, Canvas, LEARN, OWL, Blackboard, LMS365


Frequently Asked Questions

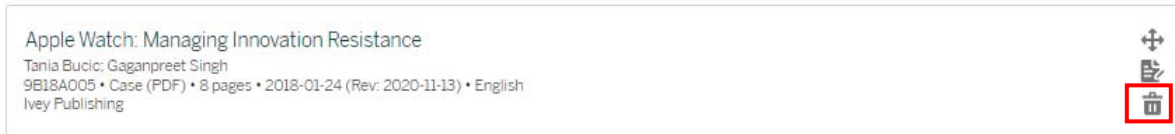
How do I add a product to a coursepack at a later date?

Go to the draft coursepack then click on **Add**. You are not able to add products from an active coursepack.




How do I delete a product from a coursepack at a later date?

Go to the draft coursepack click the  icon in the product box. You are not able to delete products from an active coursepack.

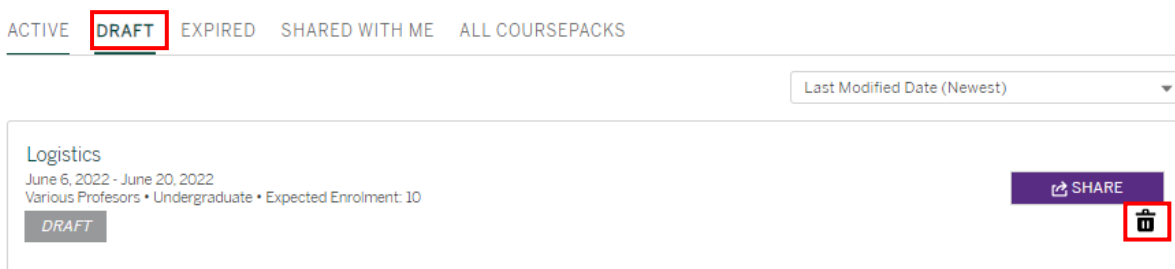


Apple Watch: Managing Innovation Resistance
Tania Bucic; Gaganpreet Singh
9B18A005 • Case (PDF) • 8 pages • 2018-01-24 (Rev: 2020-11-13) • English
Ivey Publishing



How do I delete a coursepack?


You are only able to delete a draft coursepack. Click on the **Draft** tab to view all draft coursepacks. Click on the delete icon to delete the coursepack.



ACTIVE **DRAFT** EXPIRED SHARED WITH ME ALL COURSEPACKS

Last Modified Date (Newest) ▾

Logistics
June 6, 2022 - June 20, 2022
Various Professors • Undergraduate • Expected Enrolment: 10

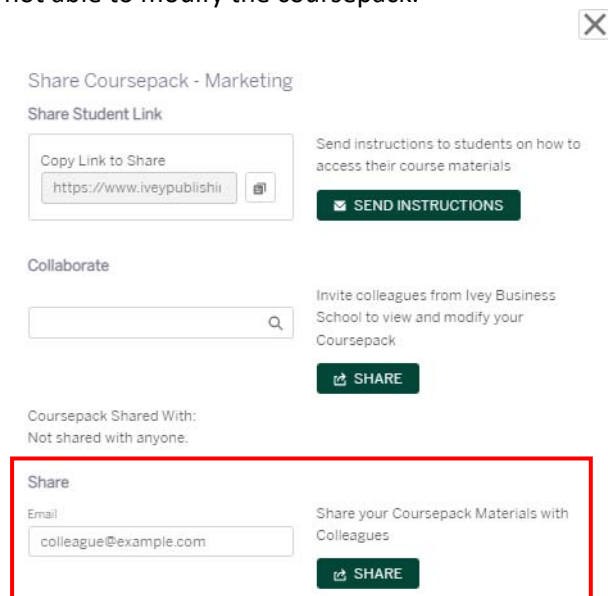
DRAFT 

How long are coursepack files available for download?

Files are available for download until the course end date.


How do I share my coursepack with my colleagues?

To share an active coursepack with a colleague, go to the correct coursepack and click **Share**. Under **Share** type the email of the colleague and click **Share**. Recipients can only view the coursepack. They are not able to modify the coursepack.




Share Coursepack - Marketing


Share Student Link

Copy Link to Share
 


Send instructions to students on how to access their course materials

 SEND INSTRUCTIONS

Collaborate



Invite colleagues from Ivey Business School to view and modify your Coursepack


 SHARE

Coursepack Shared With:
Not shared with anyone.

Share

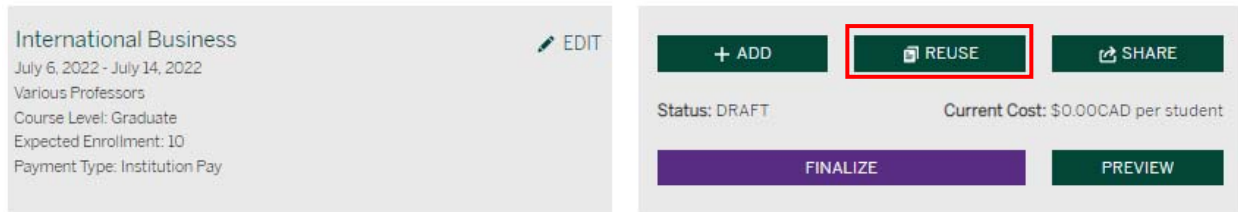
Email

Share your Coursepack Materials with Colleagues

 SHARE

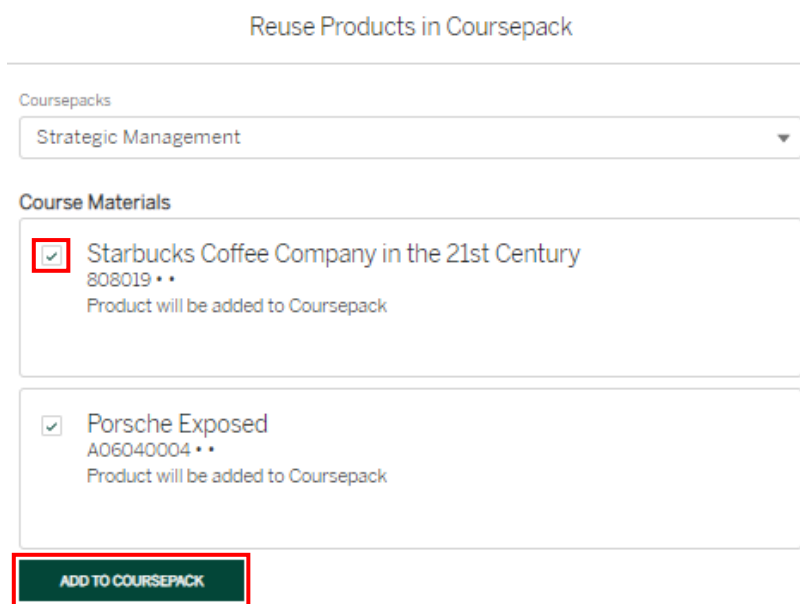
How do I reuse a coursepack?

Select **Create Coursepack** and fill in the required fields marked by a red asterisk. Once all fields are filled, click **Create**. Click **Reuse** and select the coursepack you want to reuse the products from.



The screenshot shows a coursepack management interface. On the left, the coursepack is titled "International Business" with a date range of "July 6, 2022 - July 14, 2022", "Various Professors", "Course Level: Graduate", "Expected Enrollment: 10", and "Payment Type: Institution Pay". An "EDIT" button is visible. On the right, there are three buttons: "+ ADD", "REUSE" (highlighted with a red box), and "SHARE". Below these buttons, the status is "DRAFT" and the current cost is "\$0.00CAD per student". At the bottom, there are "FINALIZE" and "PREVIEW" buttons.

Select the products you would like to reuse and click **Add to Coursepack** to copy the products to your coursepack.



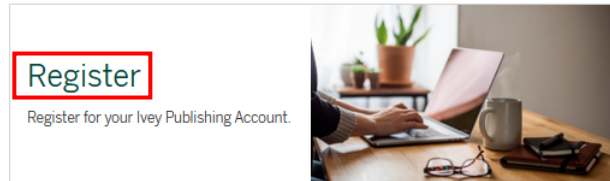
The screenshot shows a dialog box titled "Reuse Products in Coursepack". At the top, there is a "Coursepacks" dropdown menu with "Strategic Management" selected. Below this, under the heading "Course Materials", there are two items listed, each with a checked checkbox and a note: "Product will be added to Coursepack". The first item is "Starbucks Coffee Company in the 21st Century" with ID "808019". The second item is "Porsche Exposed" with ID "A06040004". At the bottom of the dialog, there is a green button labeled "ADD TO COURSEPACK" which is highlighted with a red box.

Student Coursepack Instructions

1. Go to the Ivey Publishing website at www.iveypublishing.ca
2. Log in to your existing account or click "Register" to create a new account.

Login

[Forgot Password?](#)



3. Select the "Student" role and follow the prompts to complete the registration.

Tell us about yourself

* Role (if you're an admin/program coordinator select Educator role to receive academic pricing) ⓘ

Student

* First Name

* Last Name

* Email (Please use institution email if registering for educator account)

you@example.com

4. Once you complete registration, validate your email and set-up your password for your account.
5. Your instructor will provide you with a unique link that will bring you to your required coursepack. Click on this link or copy and paste into your browser.
6. On your coursepack page, you can review any **Student Instructions** provided by your instructor and view the **Current Cost** of your coursepack. If your coursepack contains Hidden Materials, the cost will be included the coursepack.

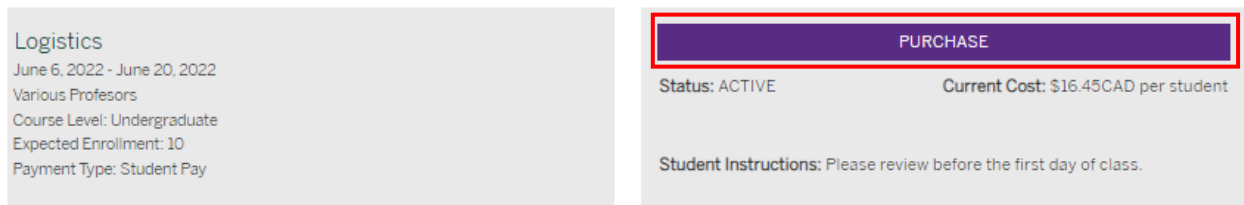
Logistics
June 6, 2022 - June 20, 2022
Various Professors
Course Level: Undergraduate
Expected Enrollment: 10
Payment Type: Student Pay

PURCHASE

Status: ACTIVE Current Cost: \$16.45CAD per student

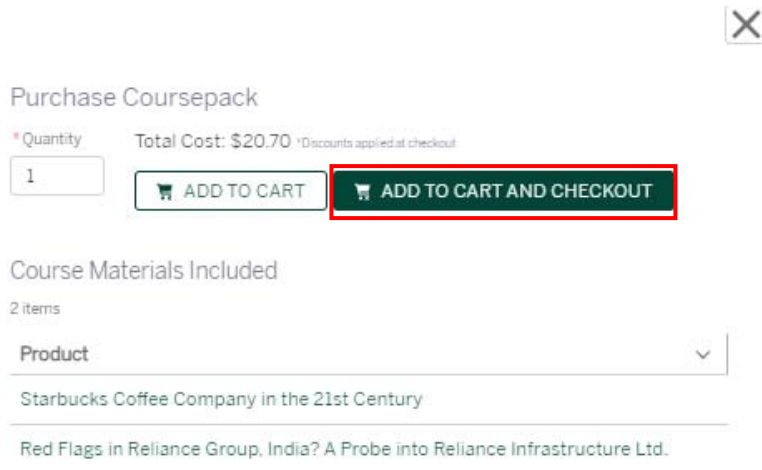
Student Instructions: Please review before the first day of class.

7. When you are ready to checkout, click **Purchase** .



The screenshot shows a course card for 'Logistics' with details: 'June 6, 2022 - June 20, 2022', 'Various Professors', 'Course Level: Undergraduate', 'Expected Enrollment: 10', and 'Payment Type: Student Pay'. To the right, a purple 'PURCHASE' button is highlighted with a red box. Below the button, it says 'Status: ACTIVE' and 'Current Cost: \$16.45CAD per student'. At the bottom, 'Student Instructions: Please review before the first day of class.' is visible.

8. Click **Add to Cart and Checkout** and complete the checkout process.



The screenshot shows a 'Purchase Coursepack' section with a quantity of '1' and a total cost of '\$20.70'. Two buttons are present: 'ADD TO CART' and 'ADD TO CART AND CHECKOUT', with the latter highlighted by a red box. Below this is a 'Course Materials Included' section listing two items: 'Starbucks Coffee Company in the 21st Century' and 'Red Flags in Reliance Group, India? A Probe into Reliance Infrastructure Ltd.'.

9. When payment has been processed successfully, an Order Confirmation will be emailed to you immediately and you will see the Order Confirmation screen.

10. The case files will be available immediately for you to download by clicking View My Order → Downloads. You can also access your digital downloads by clicking on your username on the top right --> Orders --> Downloads

Important Information

- All orders are non-refundable. Please review your order thoroughly before purchasing to ensure you have selected the correct materials.
- Access to your case files through your Ivey Publishing account will expire at the end of the course, so be sure to save a copy to your computer.
- Payment methods accepted: VISA, MasterCard and PayPal.
- Please note that we do not accept debit cards or combination credit/debit cards.
- Files may be printed for personal use only and are not to be transmitted or reproduced without permission.

