

Faculty Overview and Technical Note for MBTN

Login

Each student receives their own username and password via the email address provided by their professor. Students then login at <http://www.mbtn.academy> and pay on-line, unless the university is billed directly. The login button is at the top right of the screen.



HOME CONTEXT CONTENT ABOUT CONTACT

LOGIN

After login (and potentially payment) students will be directed to a main screen displaying all of the modules the faculty has selected for their class, with links to the self-paced tutorials and problem sets for each module. Current problem set completion rate and module score (% of problem set questions answered correctly) are provided here as well.

Student Access to Self-Paced Tutorials and Problem Sets

Each module contains a self-paced tutorial and 4-10 problem sets consisting of multiple questions. Tutorials are provided in html5 and pdf formats and are compatible with most operating systems and browsers. The problem sets are based on a particular business situation, and will have 4-10 questions on the topics covered in the particular module. Each module may optionally have a due date listed if entered or provided by faculty. Here is a sample screen of what the student will see when they sign in. This is considered "home base" for the student.



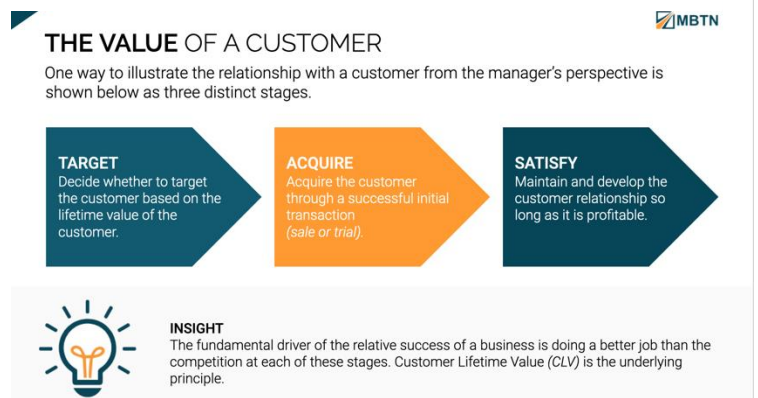
HOME MY ACCOUNT CONTEXT CONTENT ABOUT

Darden First Year Marketing with Luca Cian Sec A F16 - Shery Olander

Module	Tutorial	Problem Sets	Due Date	Problem Sets Completed	Module Score	Level Achieved
Margins 2: Channels (Calculating Margins)	html5 / pdf	Launch	8/26/2016	0 of 4	0.0%	N/A
Breakeven Analysis	html5 / pdf	Launch	8/26/2016	0 of 4	0.0%	N/A
Cannibalization	html5 / pdf	Launch	9/2/2016	0 of 4	0.0%	N/A
Profit Dynamics	html5 / pdf	Launch	9/2/2016	0 of 4	0.0%	N/A
Conjoint Analysis	html5 / pdf	Launch	9/9/2016	0 of 4	0.0%	N/A
New Product Forecasting	html5 / pdf	Launch	9/30/2016	0 of 4	0.0%	N/A
Sales Force Management II	html5 / pdf	Launch	10/7/2016	0 of 4	0.0%	N/A
Customer Lifetime Value II	html5 / pdf	Launch	10/7/2016	0 of 4	0.0%	N/A

Tutorials

Tutorials are provided in html5 and pdf format. Students may download the pdfs for future reference, and faculty have access to the original ppts should they wish to integrate them into their classroom materials. The tutorials are to the point and provide examples for all important calculations in the module. A sample "page" from the CLV I tutorial is shown to the right.



Problem Sets

Each problem set has 4-10 questions on the topics covered in the particular module. The problem set is based on a realistic company situation with multiple variables that the student must use to answer the questions. Here is a sample problem set with the company situation background and the first (of multiple) questions.

Course: Sacred Heart Marketing Analytics with Tim Reilly Spring 2021
Module: Market Share Metrics 2 / Problem Set ID: 1044

Problem Sets 4 Total Questions 23

All-over Shampoo is a leading brand in the company's western sales region. Of the **656,000** households in the region, **500,000** purchase the shampoo category. Among this group, **205,000** households purchased All-over shampoo. Households that bought All-over brand shampoo purchased **610,000** bottles of All-over. Those same households purchased **803,000** bottles of shampoo in total. The average consumption of households that bought any brand of shampoo was **2.4** 20oz bottles. However, All-over is targeted at heavy users.



What is the Unit Share of Requirements (%) for All-over shampoo?

0.0% percent

PS1 1 2 3 4 5 6

SUBMIT ANSWER EXIT

Problem set values are unique to each instance for the student. By default, students receive two opportunities to answer each question before getting the option to move on. If the student does not get the question right in two tries and decides to move on using the “show me” button, they receive an explanation of the correct solution before proceeding to the next question. Once they have attempted all the problem sets in a module, they will cycle back to problem set #1, question #1, with new values. In this way, students will be given the opportunity to answer all of the questions in all of the problem sets correctly. A problem set is considered complete when all of its questions have been answered correctly, thus demonstrating mastery of that set of questions.

Answer and Explanation:

$$610,000 / 803,000 = 0.760 \text{ (+/- 0.023)} \text{ (76.0\% (+/- 2.3\%))}$$

Share of Requirements = Total unit purchases of the brand by households that buy your brand / Total unit purchases in the category by those households during the relevant time period.

PS1 1 2 3 4 5 6

NEXT QUESTION

Below is a general overview of how the system works from the student perspective. Note that students may continue to work on the problem sets as long as they like without negatively affecting their score (once a question is right, it is always right). The idea behind MBTN is mastery and practice, not assessment per se.



Tutorials introduce the topic and provide examples. Typically 20 ppt slides.

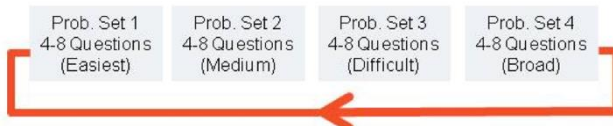
Eastern Motors Auto Dealership wanted to estimate the average CLV over a 5 year time horizon of a customer who purchases a new vehicle. The average vehicle sells for \$21,300 and has a margin of 10%. Based on historical averages, 73% of people buying a new vehicle at Eastern will return for service 11 times over the next 5 years. Though it varies considerably, Eastern generates approximately \$85 in margin on each service visit after accounting for parts and direct labor costs.

Not including service, what is the average dollar margin for each new vehicle sold?

0 dollars (\$)

PS1 1 2 3 4 5

SUBMIT ANSWER EXIT



Problem sets allow students to apply concepts in a realistic setting. Each student is served unique values. Continue to practice until they reach a faculty defined level of mastery.

Faculty Access and Reporting

If you are interested in evaluating MBTN, we will be happy to provide you with a faculty evaluation ID and Password. This will allow you to review all the currently released modules from the student perspective.

Once you adopt MBTN for a course, your ID will be upgraded to a faculty account (or you will be provided a "TA" account) which is linked to the students in your class. You will also have access to the original ppt tutorials for the modules that you have selected (found on the **FACULTY RESOURCES** page under **MY ACCOUNT**). You are free to use those in your class that semester. Most importantly, you will also now be able to dynamically monitor student progress.

MY ACCOUNT

CLASS ROSTER
STUDENT PERFORMANCE
STUDENT TESTS
CUSTOM REPORTS
FACULTY RESOURCES
ALL AVAILABLE MODULES
ACCOUNT INFO
LOGOUT

By clicking on **STUDENT PERFORMANCE** under **MY ACCOUNT**, faculty can see a complete list of the modules assigned to their students. From this screen, modules can be enabled or disabled, and due dates made be added or adjusted.

Current Course: Darden First Year Marketing Section A with Luca Cian Fall 2020

Course Modules	Topics	Status	Due Date	Student Scores
Margins 2: Channels	Margins, markups in the contex...	Enabled	8/28/2020	View / Excel
Breakeven Analysis	Variable and Fixed Costs, Cont...	Enabled	8/28/2020	View / Excel
Profit Dynamics	Target Volume, Target Profit, ...	Enabled	9/4/2020	View / Excel

To see how your students are progressing on a particular module, click on "View" to see a pop-up screen such as shown in *this* example or click on "Excel" to download the information into Excel.

Darden First Year Marketing Section A with Luca Cian Fall 2020
 Student Performance for Sales Force Management 2 module
 As of 4/23/2021 10:25 PM

Name	User ID	Tutorial Viewed	Problems Completed	Module Score	Level Achieved	Time Spent (min)
Ansell, Ben	DFYM5103	Yes	4 of 4	100.0%	CEO/CMO	61.9
Appleton, Eliza	DFYM5104	Yes	4 of 4	100.0%	CEO/CMO	99.2
Ashiya, Ashok	DFYM5105	Yes	2 of 4	52.0%	Brand Mgr	34.6
Ayalp, Ergin	DFYM5106	Yes	1 of 4	80.0%	Brand Mgr	79.9
Bell, Ed	DFYM5107	Yes	2 of 4	88.0%	Brand Mgr	45.8

Along with displaying problem sets completed, their overall score on that module, and level achieved (which the students have), professors may also see whether students have viewed the tutorial and an estimate of the time spent on the particular module.

Current Course: Darden First Year Marketing Section A with Luca Cian Fall 2020

Faculty also have the option of seeing the performance breakdown by individual student. Under **MY ACCOUNT**, select **CLASS ROSTER**:

Name	User ID	Paid in Full?	Module Status	Last Login
Ansell, Ben	DFYM5103	Yes	View	10/2/2020 8:02 PM
Appleton, Eliza	DFYM5104	Yes	View	10/2/2020 1:32 PM
Ashiya, Ashok	DFYM5105	Yes	View	10/6/2020 12:34 AM
Ayalp, Ergin	DFYM5106	Yes	View	10/2/2020 6:15 PM
Bell, Ed	DFYM5107	Yes	View	10/2/2020 4:37 PM

Detailed Performance for Ed Bell (DFYM5107)

Module	Problem Sets Completed	Module Score	Level Achieved
Margins 2: Channels	4 of 4	100.0%	CEO/CMO
Breakeven Analysis	4 of 4	100.0%	CEO/CMO
Profit Dynamics	4 of 4	100.0%	CEO/CMO
Cannibalization	3 of 4	88.9%	Brand Mgr
Conjoint Analysis	4 of 4	100.0%	CEO/CMO
Customer Lifetime Value 2	2 of 4	51.9%	Brand Mgr
Sales Force Management 2	2 of 4	88.0%	Brand Mgr
New Product Forecasting	3 of 4	75.0%	Brand Mgr

[Print](#)

From this screen, clicking on “View” will bring up a list of that particular student’s results for all modules as shown at the left. If you click on the module score value for a particular module, you will be able to see each question for the student and when they answered it correctly (or not).

Custom Reports

MBTN now offers the option of customizing reports for your convenience. Under **MY ACCOUNT**, select **CUSTOM REPORTS** to get to this screen:

- Select a report type from the drop-down menu (you will see a brief description of that report to the right).
- Highlight which modules you want the report to include, check off which options, and select which file format.
- Click on download to generate this report.

Customize the export

Report: Student Performance By Measurement

Module(s): Margins 2: Channels, Breakeven Analysis, Profit Dynamics, Cannibalization, Conjoint Analysis

Options: Only activity through Only include modules with results? Hide cells with no results?

File Format: xlsx (Excel 2007)

[DOWNLOAD](#)

This report shows student performance by listing student Scores, Time Spent, Completion percentages, and their Problem Set progress.

Results are grouped by metric and each module is a column header on the metric based pages within the file.

IMPORTANT: When using the 'Only activity through' option, be sure your time zone is set correctly under your **Account Info**. Only applies to problem sets complete, module score, and level achieved fields.

In this way you have the ability to generate 7 different reports, based on whichever modules you select, in one of three different formats. Note also that you have the option of only including student activity through a particular date / time. This allows students to continue to practice using the problem sets while still enforcing deadlines.

NOTE: This tool can also be accessed by clicking on the **Custom Reports** button on the **STUDENT PERFORMANCE** screen.

In addition to these performance reports for their classes, professors also receive full access to the tutorials and problem sets for all MBTN modules under **MY ACCOUNT, ALL AVAILABLE MODULES**. The modules that have been adopted are listed first at the top of the screen, and below is the rest of the complete list.

To receive a faculty evaluation ID, please provide your business card to the MBTN representative at our exhibit booth or email a request to info@mbtn.academy.