

# ENTREPRENEURSHIP MODULES



**MBTN**  
ACADEMY

## SUGGESTED MODULES:

- Financial Statements 1: Introduction
- Breakeven Analysis
- Profit Dynamics
- Financial Metrics 1
- Customer Lifetime Value 1
- Web Metrics
- HR Metrics 3: Compensation Structure
- Leverage 1 & 2

**Financial Statements 1: Introduction** provides a brief introduction to the balance sheet, income statement and statement of cash flows.

**Breakeven Analysis** explains variable, fixed, average and marginal costs, contribution, contribution margin, unit and dollar breakeven sales, and target profit.

**Profit Dynamics** covers pricing fundamentals including target profit and volume, and price-volume interaction.

**Financial Metrics 1:** Measures of Profitability covers the definitions of common financial measures of profitability.

**Customer Lifetime Value 1** introduces the concept of CLV and provides a general framework for how to approach CLV valuation.

**Web Metrics** covers the concepts of pageviews, visits, visitors, clickthrough rates, cost per click, cost per order, cost per customer acquired, bounce rate, and abandonment rate.

**HR Metrics 3: Compensation Structure** discusses various compensation methods and laws.

**Leverage 1 & 2:** These two modules cover Operating, Financial, and Combined Leverage, including multiple ways to calculate leverage, how to affect them, and the managerial and strategic implications of each.



## PRICING PER STUDENT / SEMESTER

1-3 Modules:	\$9.95
4-6 Modules:	\$14.95
7-10 Modules:	\$19.95
All Marketing Modules:	\$29.95
All Modules:	\$39.95

## PRODUCT OVERVIEW

MBTN allows your students to review and apply business concepts at their own pace through easy-to-use, **on-line tutorials and problem sets**, authored by professors at leading business schools.

Our goal is to improve students' business skills through these interactive exercises. We look forward to working with you!