

STRATEGY MODULES



MBTN
ACADEMY

SUGGESTED MODULES:

- Pricing 1: Linear Demand
- Game Theory 1
- Variance Analysis
- Financial Metrics 1
- Leverage 1 & 2

Pricing I covers the relationship between price and quantity, maximum willingness to buy, maximum reservation price, profit maximizing price, and price elasticity, all under the assumption of a linear relationship between price and demand.

Game Theory I provides an introduction to game theory for managers and includes the following topics: matrix basics, zero and non-zero sum games, and dominant strategies.

Variance Analysis introduces the tool of marketing variance analysis to aid a manager's understanding of the underlying strategic reasons a plan's objectives were or were not met.

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

Leverage 1 & 2: These two modules cover Operating, Financial, and Combined Leverage. They include multiple ways to calculate the various forms of leverage, how to affect it, and the managerial and strategic implications of each.



Do your students need a refresher on the foundations of strategy? Our modules on margins, breakeven analysis, and profit dynamics provide a great base. It's easy to add modules to any course!



PRICING PER STUDENT / SEMESTER

1-3 Modules:	\$9.95
4-6 Modules:	\$14.95
7-10 Modules:	\$19.95
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!