

STRATEGY MODULES + CASES



MBTN
ACADEMY

SUGGESTED MODULES:

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

Cases and Technical Notes from Darden Business School. Choose any 3 cases for \$2.95 each such as:

Introduction to Strategy (Tech Note). Strategy is complex, requiring clarity about organizational objectives as well as the variety of competitive, economic, and technological forces that come into play. This technical note provides a concise basis for a comprehensive and integrative discussion of strategic concerns.

Human Capital Strategy. There are two key principles in human capital strategy. One is that people are assets whose value can be enhanced through investment. The other is that an organization's human capital policies must be aligned to support the organization's shared vision. Excerpts from two GAO reports provide an excellent summary of the topic.

Red Bull (Abridged Case) describes the history of the Red Bull brand and how the company used word of mouth to build a new product category and brand franchise. The case fosters discussion of nontraditional brand-building strategies and the growing globalization of brands and products targeted toward younger consumers.



Do your students need a refresher on the underpinnings of strategy? Our modules on margins, breakeven analysis, and other topics provide a great base. It's easy to add modules!



PRICING PER STUDENT / SEMESTER

1-3 Modules:	\$9.95
4-6 Modules:	\$14.95
7-10 Modules:	\$19.95
All Modules:	\$39.95
Darden Cases:	\$2.95

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!

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