

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.



MBTN INDIVIDUAL PRICING

Business Prep Course (6 mo):	\$14.95
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PRODUCT OVERVIEW

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

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