

ENTREPRENEURSHIP MODULES



MBTN
ACADEMY

SUGGESTED MODULES:

- Financial Statements 1: Introduction
- Breakeven Analysis and Profit Dynamics
- CAC, CLV 1, and RFM Analysis
- Pipeline Analysis
- Web Metrics
- HR Metrics 3: Compensation Structure
- Financial Metrics 1
- Leverage 1 & 2

Financial Statements 1: Introduction presents the balance sheet, income statement, & 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 common financial ratios and measures of profitability.

Customer Acquisition Cost defines customer acquisition cost (CAC), the ratio of CAC to CLV, and the use of CAC / CLV ratios for enterprise, channel, and marketing plan analysis.

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

RFM Analysis covers the concept of Recency, Frequency, and Monetary Value in marketing, how to categorize or segment customers using RFM analysis, and how different promotional activities may be appropriate for each designated segment.

Sales Force Management 2: Pipeline Analysis covers pipeline analysis, including the stages of lead, prospect, purchase, and post-purchase, CRM, sales forecasting techniques, workload and performance. measures.

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 the calculation of operating, financial, and combined leverage, how to affect them, and the managerial and strategic implications of each.



MBTN INDIVIDUAL PRICING

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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!