

FINANCE AND ACCOUNTING



MBTN
ACADEMY

AVAILABLE MODULES:

- Financial Statements 1: Introduction
- Financial Statements 2: Balance Sheet
- Financial Statements 3: Income Statement
- Financial Statements 4: Cash Flow
- Financial Statements 5: Analysis
- Financial Metrics 1: Measures of Profitability
- Financial Metrics 2: Liquidity & Solvency
- Financial Metrics 3: Market Cap Ratios
- Working Capital Management
- NPV 1: Time Value of Money
- NPV 2: Discounted Cash Flow
- Leverage 1: Operating Leverage
- Leverage 2: Financial Leverage
- Margins 1: Introduction
- Breakeven Analysis
- Marketing ROI
- Marketing Variance Analysis

Please see the reverse for a short description of the topics covered in each module.



MBTN INDIVIDUAL PRICING

Business Prep Course (6 mo):	\$14.95
Per Certificate (6 mo):	\$14.95
Entrepreneurship Bundle (6 mo):	\$29.95
All Finance Modules (6 mo):	\$49.95
All Marketing Module (6 mo):	\$59.95
All Modules (1 Year):	\$99.95

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!

FINANCE/ACCOUNTING MODULES

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

Financial Statements 2: Balance Sheet introduces the balance sheet, debits and credits, and double entry accounting.

Financial Statements 3: Income Statement introduces the income statement, percentage of revenues calculations, basic accounting transactions, and debits and credits.

Financial Statements 4: Cash Flow covers the three sections of the cash flow statement and how to create a cash flow statement using the indirect method.

Financial Statements 5: Analysis discusses common size analysis, percentage change analysis and trend analysis of financial statements.

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

Financial Metrics 2: Measures of Liquidity and Solvency covers the definitions of financial measures of risk.

Financial Metrics 3: Market Capitalization Ratios discusses market capitalization and market cap based ratios including price to earnings (P/E), price to cash (P/C), price to sales (P/S), price to book value (P/B), price to earnings growth (PEG ratio), and price to free cash flow (P/FCF).

Working Capital Management covers net operating working capital and its components, liquidity ratios, and the cash conversion cycle and its components of inventory conversion period, average collection period, and payables deferral period.

NPV 1 covers the time value of money, interest rates, discount rates, future value of an investment, and the present value of a future payment.

NPV 2 builds on NPV 1 and addresses more advanced topics such as the present value of a series of future payments, perpetuities, discounted cash flows and net present value.

Leverage 1: Operating Leverage describes three methods for calculating operating leverage, and provides insights as to the implications of operating leverage.

Leverage 2: Financial Leverage introduces financial leverage, indifference point, and combined leverage, and provides methods for calculating each as well as their managerial implications.

Margins 1: Introduction explains the relationship of price, cost, and margin at a basic level.

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

Marketing ROI explains how to calculate rates of return using four types of valuation methods: comparable cost, baseline-lift, funnel conversion, and CLV.

Marketing Variance Analysis introduces the tool of marketing variance analysis to aid a manager's understanding of the underlying reason(s) why a marketing plan's objectives were or were not met.