

# 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
- Exchange Rates
- 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.

**Exchange Rates** play an important role in the international economy, affecting pricing decisions, supply chain costs, and financial planning for a company.

**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.