

# INTRODUCTION TO BUSINESS



## SUGGESTED MODULES:

- Percentages
- Financial Statements 1: Introduction
- Margins 1: Introduction
- Breakeven Analysis
- Profit Dynamics
- HR Metrics 5: Benefits

**Percentages** provides an introduction to calculating percentages in business contexts, such as financial returns, growth rates, and market share.

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

**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.

**Profit Dynamics** covers pricing fundamentals including target profit and volume, and price-volume interaction.

**HR Metrics 5: Benefits** introduces many benefits available to employees including mandatory vs. voluntary benefit categories, Social Security, Medicare, health insurance, and retirement plan options.



## PRICING PER STUDENT / SEMESTER

1-3 Modules:	\$9.95
4-6 Modules:	\$14.95
7-10 Modules:	\$19.95
All Modules:	\$29.95

## 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!