

STRATEGY MODULES



SUGGESTED MODULES:

- Pricing 1: Linear Demand
- Game Theory 1
- Variance Analysis
- Financial Metrics 1

Pricing I covers the relationship between price and quantity, maximum willingness to buy, maximum reservation price, profit maximizing price, and price elasticity, all under the assumption of a linear relationship between price and demand.

Game Theory I provides an introduction to game theory for managers and includes the following topics: matrix basics, zero and non-zero sum games, and dominant strategies.

Variance Analysis introduces the tool of marketing variance analysis to aid a manager's understanding of the underlying strategic reasons a plan's objectives were or were not met.

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



Do your students need a refresher on the foundations of strategy? Our modules on margins, breakeven analysis, and profit dynamics provide a great base. It's easy to add modules to any course!



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!