

FREQUENTLY ASKED QUESTIONS (FAQS) FOR MANAGEMENT BY THE NUMBERS (MBTN)

1. I've received my login, but I'm not sure what to do now.

Go to www.management-by-the-numbers.com, and login with your User ID and Password. After you have logged in, go to the **ACCOUNT INFO** option under the **MY ACCOUNT** menu (if a payment is due, you will automatically be taken to this screen). You may also change your password on this screen. Please review and/or update your name and email address.

It is *ESSENTIAL* that this information be accurate so that a) if you forget your password or username, it can be emailed to you and b) your instructor (if using as part of a group) can accurately track your progress.

After reviewing your information, click on the **MODULES** link under the **MY ACCOUNT** menu. Here is where you will find links to all the modules that will be covered in your course. Think of this page as your "home base".

2. Can you explain more about how the page listing all the modules works?

Under the column "Tutorial" will be one or more links to introductory presentations on each topic assigned for your course. These are available in html5 or pdf format and can be accessed by clicking on the format you prefer. The tutorials are a good place to start as they will provide you with background concepts on the topic and easy-to-follow examples of how various metrics are calculated.

Once you believe you have a good grasp of the content, you can then click on "Problem Sets." This will launch the self-paced module that will give you the opportunity to apply the content based on a simple business situation. Each problem set consists of a business situation (story) and 4-8 questions to answer.

The scores listed on the **MODULES** screen are not automatically updated when you leave the quiz window. You may either refresh your screen to see the latest scores or click on the **MODULES** menu link. Your actual score in the database is constantly being updated as you progress through the quiz. It is only a matter of the screen display.

3. How do the problem sets work?

For every topic there are several problem sets, each consisting of 4-10 questions based on a realistic business situation. You will have two opportunities to answer each question correctly before automatically advancing to the next question. After you have attempted to answer all the questions for a particular problem set, you will move to the next problem set with a new business situation. Generally, you will find the first questions in a problem set less complex so that you can build toward more difficult questions at the end of the problem set.

Once you have gone through all the problem sets you will be cycled back to begin again on problem set #1, question #1, with new values. In this way, you will be given the opportunity to answer all of the

questions in all of the problem sets correctly. You will be guided through each problem set until you get 100% of the questions associated with that problem set correct.

Once you have answered a question correctly, it is always considered correct even if you get it wrong the next time through, so there is no risk to your score for practicing. If you have answered a question correctly, you will have the option of skipping it the next time through. If you have answered all the questions in a problem set correctly, that is considered a completed problem set. You will have the option of skipping completed problem sets.

4. How do I get promoted?

There are four levels of achievement provided in MBTN:

- Mailroom Clerk = just getting started, no questions answered correctly yet
- Brand Assistant = 1 problem set complete or 60% of questions correct
- Brand Manager = 2 problem sets complete or 80% of questions correct
- Chief Marketing Officer = all problem sets complete (100% of questions correct)

5. When am I finished with a Topic?

The self-paced modules are designed to let you practice until you have mastered the topic. For each topic there are several stories or problem sets with multiple questions. MBTN considers a topic complete when all of the questions in all of the problem sets have been answered correctly.

***NOTE:** Your instructor may set a different goal for you, such as successfully completing 3 problem sets or achieving a score of 90% on each module. PLEASE FOLLOW YOUR INSTRUCTOR'S GUIDELINES.*

Once all problem sets have been completed, you may continue to practice using the problem sets throughout the semester. (Once a question is correct or a problem set is complete, it is always correct/complete - even if you retry).

6. I'm sure that I correctly answered some of the questions, but my scores don't seem to reflect my progress.

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