

# The MBA Primer...

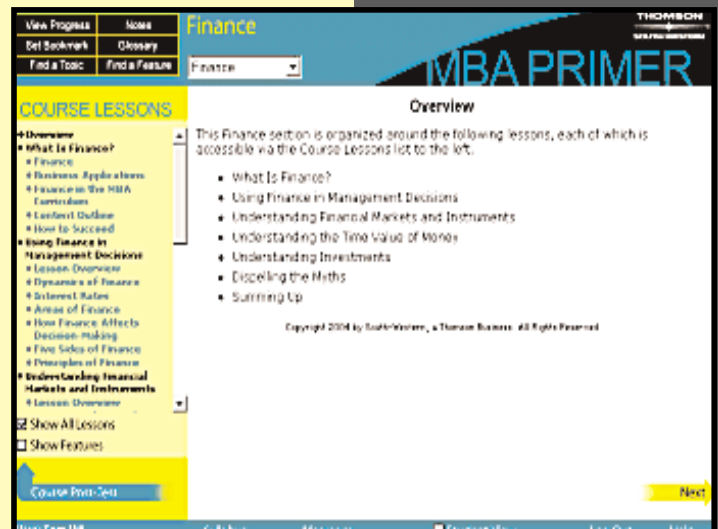
**Prime Yourself for MBA Program Success!**

Are you intimidated by the quantitative aspects of business?  
Or, could you benefit from a review?

THOMSON  
TM

**Assess your current MBA coursework knowledge by taking a free self-assessment test. Visit:**

<http://v2.mbaprimer.com>



**The MBA Primer** was created specifically to help you prepare for the rigors of an MBA Program! Completely interactive, **The MBA Primer** is a series of pre-MBA courses, made up of lessons that incorporate text and interactive applications to teach you all of the concepts, while assessments throughout test your understanding. **The MBA Primer** includes the following individual courses:

**Managerial Economics**  
**Financial Accounting**  
**Business Statistics**  
**Finance**

Whether entering your MBA program with an undergraduate degree in business, or any non-business area, **The MBA Primer** enables you to interact with content at your own pace, allowing you to master difficult quantitative concepts, so you enter your program ahead of the game.

**Assess Your Level of Readiness for an MBA Program Today, visit: <http://v2.mbaprimer.com>**

Victor C. Tabbush (UCLA),  
Brett Trueman (UCLA),  
David Levine (CUNY-Baruch),  
Tim Opler (OSU)

**Order or  
Learn More...**

Go to **The MBA Primer** Home Page and click the Contact and Order Information link or call 1-800-842-3636 (8am - 6pm EST).

## The MBA Primer Prepares You for MBA Success with These Exciting Features -- All Designed to Put You Ahead of the Game!

**\*Pre-MBA Program Self-Assessment Capabilities:** Check your current level of skill for each area of study before you begin using *The MBA Primer*! Utilize the results to efficiently guide your studies.

**\*Business Applications and Decision Scenarios:** Interactively master concepts through graphics, pictures, visuals, and hands-on management decision-making scenarios.

**\*Complete Study Flexibility:** Easily navigate *The MBA Primer* and guide your studies to meet your individual study needs. Access course content by working through each topic sequentially, or, skip to, and focus your studies on select topics!

**\*Interactive Exercises and Problems:** Explore and apply concepts by interacting with graphs, equations, tools, variables, and a variety of "drag and drop" exercises.

**\*Lesson Quizzes and Course Post-Tests:** Check your comprehension of concepts by working through a series of multiple-choice, and true/false questions throughout and at the end of each course.

**\*Tracking capabilities:** Track your progress as you work through each course, lesson-quiz, and post-test.

**\*Customization Capabilities:** Completely customize your course by taking notes and setting bookmarks as you work through *The MBA Primer*.

## Listen to the Experts! Here's What Top MBA Professors Are Saying about *The MBA Primer*

"[*The MBA Primer*] is an adaptive, self-paced tool that should help develop a basic understanding of four important concepts that are integral to an MBA curriculum. After completion, students should feel confident that they have a good start to their academic program."

Salvador D. Aceves  
University of San Francisco

"When students successfully complete *The MBA Primer* they are able to meaningfully participate in class discussions on those topics."

Salvatore T. March  
Vanderbilt University



## What Will You Learn from *The MBA Primer*?

### Managerial Economics Course Contents

What is Managerial Economics?  
Using Economics in Management Decisions  
Understanding the Seller's Costs  
Understanding the Buyer's Demand  
Understanding Markets and Profit Maximizing  
Dispelling the Myths

### Financial Accounting Course Contents

What is Financial Accounting?  
Using Financial Accounting in Management  
Decisions  
Understanding the Balance Sheet  
Understanding the Income Statement  
Understanding the Statement of Cash Flows  
Dispelling the Myths

### Business Statistics Course Contents

What is Business Statistics?  
Using Statistics in Management Decisions  
Understanding Descriptive Statistics  
Understanding Probability and Probability  
Distributions  
Understanding Statistical Inference and  
Forecasting  
Dispelling the Myths

### Finance Course Contents

What is Finance?  
Using Finance in Management Decisions  
Understanding Financial Markets and  
Instruments  
Understanding Time Value of Money  
Understanding Investments  
Dispelling the Myths