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Course Information

Course Title: MBA Guidebook #366422

Number of continuing education credit hours recommended for this course:

In accordance with the standards of the National Registry of CPE Sponsors CPE credits have been granted based on a 50-minute hour.

CPA: 23 (All states)

National Registry of CPE Sponsors ID Number: 107615.

Sponsor numbers for states requiring sponsor registration

Florida Division of Certified Public Accountancy: 4761 (Ethics #11467)

Hawaii Board of Accountancy: 14003

New York State Board of Accountancy: 002146

Ohio State Board of Accountancy: M0021

Pennsylvania Board of Accountancy: PX178025

Texas State Board of Accountancy: 009349

Course Description

It takes several years and a substantial amount of money to complete a formal MBA program, where students wade through many theoretical concepts that are never used in the real world. There is a quicker and more effective way to learn the practical side of business management. *The MBA Guidebook* describes the essentials of the core topics covered in a top-tier MBA program. The intent is to give the user a broad understanding of the most essential concepts needed to run a business – in one comprehensive course. Topics covered include sales and marketing, operations management, product development, risk management, business valuation, capital structure analysis, and the interpretation of financial statements. In short, *The MBA Guidebook* provides the essential knowledge for operating a successful business.

Course Content

Publication/Revision date: 3/18/2022

Author: Steven M. Bragg, CPA.

Final exam (online): One hundred fifteen questions (multiple-choice).

Program Delivery Method: NASBA QAS Self-Study (interactive)

Subject Codes/Field of Study

NASBA (CPA): Business Management & Organization

Course Level, Prerequisites, and Advance Preparation Requirements

Program level: Overview

Prerequisites: None.

Advance Preparation: None

Instructions for Taking This Course

- Log in to your secure account at www.bhfe.com. Go to "My Account."
- You must complete this course within one year of purchase (If the course is "Expired," contact us and we will add the latest edition of the course to your account (no charge).
- To retain the course-PDF after completion (for future reference) and to enable enhanced navigation: From "My Account," Download and save the course-PDF to your computer. This will enable the search function (Menu: Edit>Find) and bookmarks (icon on left side of document window).
- Complete the course by following the learning objectives listed for the course, studying the text, and, if included, studying the review questions at the end of each major section (or at the end of the course).
- Once you have completed studying the course and you are confident that the learning objectives have been met, answer the final exam questions (online).

Instructions for Taking the Online Exam

- Log in to your secure account at www.bhfe.com. Go to "My Account."
- A passing grade of at least 70% is required on the exam for this course.
- You will have three attempts to pass the exam (call or email us after three unsuccessful attempts for instructions).
- The exam is not timed, and it does not need to be completed in one session.
- For a printed copy of the exam questions, open the exam and press "Print Exam."
- Once you pass the exam, the results (correct/incorrect answers) and certificate of completion appear in "My Account." A confirmation email is also sent.
- CFP Board and IRS credit hours, if applicable, are reported on Tuesdays and at the end of the month.

Have a question? Call us at 800-588-7039 or email us at contact@bhfe.com.

Learning Objectives

Learning Objectives:

- Recognize the different types of accounting principles, and the nature of the realization concept.
- Cite the stages in the accounting cycle.
- Specify the activities that are part of the financing, purchasing, payroll, and sales cycles.
- Specify the requirements of the accrual method of accounting.
- Identify the uses of each of the financial statements.
- Specify the sources of retained earnings.
- Recognize how the different ratios and other analyses are used to interpret financial statements.
- Recognize the contents of the cost of capital, and how it is calculated.
- Identify the reason why preferred stock is more expensive than debt.
- Specify the circumstances under which different debt values can be used in the cost of capital.
- Specify the basis for the use of discounted cash flow analysis.
- Recognize the concept of an annuity.
- Cite the uses for net present value analysis, the internal rate of return, the payback method, and real options.
- Specify the ranking of criteria used to evaluate investment proposals.
- Recognize the rules for investing in a complex environment.
- Identify the concerns with using the accounting rate of return.
- Recognize why financial leverage can be so beneficial, as well as its dangers for a business.
- Specify the reasons why managers are more likely to use financial leverage.
- Identify the triggering events for a capital structure analysis.
- Recognize the effects of a tax shield, and how it works.
- Specify the different types of loan covenants.
- Cite the different types of strategies that can justify an acquisition.
- Identify the sources of financial information about publicly-held businesses.
- Recognize the different documents used in the purchase and sale of businesses.
- Specify the motivations of a financial buyer.
- Recognize the different methods used to value a business, and how each one can be adjusted.
- Identify the effects of consistent earnings on a firm's stock price.
- Cite the characteristics of businesses that can retain risk.
- Identify the characteristics of an enterprise risk management system.
- Identify the types of information included in a risk profile.
- Specify the steps involved to build a product within a target costing program.
- Recognize the uses to which the R&D waste measurement can be put.
- Identify the actions that can be taken to manage inventory levels.
- Recognize the different types of pricing strategies.
- Specify the risks associated with marketing, and how they can be mitigated.
- Recognize the calculation for lifetime value.
- Identify the methods used to aggregate information into a revenue budget, and the issues with an excessively detailed level of reporting.
- Recognize the risks associated with sales, and how they can be mitigated.

- Specify the basic concepts that underlie constraint analysis, as well as the calculation of throughput.
- Cite the circumstances under which a product can be justifiably cancelled.
- Identify how a business can achieve a high quality of design.
- Recognize the different types of quality costs.
- Specify the components that comprise a material requirements planning system.
- Cite the methods used to achieve short production runs.
- Identify the items to review as part of a supplier assessment.
- Recognize the issues to be addressed when considering a foreign supplier.
- Specify the advantages of a stable production schedule.
- Cite the tools available for bulk hiring.
- Identify the methods used to examine a resume.
- Recognize the purposes of telephone screening.
- Specify the impact of the cloning effect on the hiring process.
- Cite the essential components of a team.
- Rank the different levels of communication methods within a team.
- Recognize the effects of the stakeholder perspective on ethical decisions.
- Specify the reasons why people tend to overlook ethical issues.
- Identify the steps used in the development of a strategy.
- Specify the characteristics of opportunity costs and implicit costs.
- State the situations in which price ceilings and price floors are imposed.
- Recognize the situations in which marginal analysis is used.
- Identify demand shifters and supplier shifters, and their impacts.
- Specify the situations in which demand can be elastic or inelastic.
- Identify the situations in which economies of scope can be employed.

About the Author

Steven Bragg, CPA, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been a two-time president of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written more than 250 books and courses, including *New Controller Guidebook*, *GAAP Guidebook*, and *Payroll Management*.

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Table of Contents

Introduction	1
Chapter 1 - Accounting Basics.....	3
Financial Accounting Basics	3
Accounting Frameworks	4
Accounting Principles	5
The Accounting Cycle.....	6
Types of Transaction Cycles	7
Source Documents.....	7
Double Entry Accounting.....	8
The Accounting Equation.....	9
Journal Entries.....	11
Major Journal Entries	12
The Accruals Concept	13
The Realization Concept	14
Accrual Basis of Accounting.....	14
Cash Basis of Accounting	15
Chapter 2 - The Financial Statements	18
The Balance Sheet.....	18
The Income Statement.....	21
The Statement of Cash Flows.....	23
Interactions between the Financial Statements.....	25
Financial Statement Footnotes	26
Chapter 3 - The Interpretation of Financial Statements.....	29
Interpretation of Financial Statements.....	29
Horizontal Analysis.....	30
Vertical Analysis.....	32
Cash Coverage Ratio	33
Current Ratio	34
Quick Ratio	35
Liquidity Index.....	36
Accounts Payable Turnover Ratio.....	37
Accounts Receivable Turnover Ratio.....	38
Inventory Turnover Ratio.....	38
Fixed Asset Turnover Ratio	39
Sales to Working Capital Ratio	40
Debt to Equity Ratio.....	40
Fixed Charge Coverage.....	41
Breakeven Point	42
Gross Profit Ratio.....	42
Net Profit Ratio	43
Return on Net Assets.....	44
EBITDA	44
NOPAT	45
Limitations of Ratio Analysis.....	45
Chapter 4 - The Cost of Capital	49
Cost of Capital Derivation.....	49
Cost of Debt.....	49
Cost of Preferred Stock.....	50
Cost of Common Stock.....	50
Weighted Average Cost of Capital	50
Variations in the Cost of Capital	51
Adjustments to the Cost of Capital.....	53

Cost of Capital as a Threshold Value	54
Chapter 5 - Discounted Cash Flow Techniques	57
Time Value of Money	57
Present and Future Value Tables	58
Net Present Value	60
Internal Rate of Return	61
Incremental Internal Rate of Return	62
Terminal Value.....	63
Inclusions in Cash Flow Analysis	63
Chapter 6 - Business Investment Decisions	66
Strategic Considerations.....	66
Capacity Expansion Strategy	66
Capacity Reduction Strategy.....	67
Risk Levels	68
Additional Risk Factors for International Investments	69
Factors Impacting Future Asset Usage	69
Perceived Certainty of Future Demand.....	70
Duration	71
Impact of Financing Alternatives.....	71
Investment Analysis Techniques.....	71
Constraint Analysis	72
Accounting Rate of Return.....	72
Payback Method.....	73
Real Options.....	74
Complex Systems Analysis	76
Chapter 7 - Capital Structure Analysis	79
Optimal Capital Structure.....	79
Capital Structure Analysis.....	80
Line of Credit Issues	81
Tax Shield Effects	81
The Financial Leverage Concept.....	81
Issues Impacting Leverage	84
Leverage Risk.....	85
Impact of Compensation on Leverage.....	86
Future Financing Flexibility.....	87
Loan Covenant Issues.....	87
Maturity Structure of Debt	87
Creditor Position Considerations.....	88
Debt Paydown	88
Cost of Capital Reduction	89
Planning for a Bond Rating	89
Capital Structure Measurements.....	91
Interest Coverage Ratio.....	91
Debt Service Coverage Ratio.....	91
Timing of Changes to the Capital Structure	92
Chapter 8 - Mergers and Acquisitions	94
The Sales Growth Strategy	94
The Geographic Growth Strategy.....	95
The Product Supplementation Strategy	95
The Full Service Strategy	96
The Vertical Integration Strategy	96
The Adjacent Industry Strategy.....	97
The Diversification Strategy	97
The Market Window Strategy	98
The Blocking Strategy.....	98
The Bolt-on Strategy	98

The Expertise Strategy	99
The Low-Cost Strategy	100
The Industry Roll-up Strategy	100
The Acquirer's Acquisition Process	101
Researching Target Companies	101
The Initial Contact	102
The Non-Disclosure Agreement	103
The Letter of Intent	103
Due Diligence	103
Final Negotiations	103
Summary	104
The Seller's Acquisition Process	104
Hiring an Investment Banker	104
Identifying Buyers	106
Approaching Buyers	106
The Teaser Letter	107
The Offering Memorandum	108
Presentations	109
The Auction Process	109
Summary	110
Chapter 9 - Business Valuation	113
Liquidation Value	113
Real Estate Value	114
Relief-from-Royalty Method	114
Book Value	114
Enterprise Value	116
Multiples Analysis	116
Discounted Cash Flows	119
Post Five-Year Cash Flows	119
Negotiation of DCF Contents	120
The Discount Rate	120
Replication Value	123
Comparison Analysis	124
The Comparison of Sales Multiples	124
The Comparison of Cash Flows	125
The Comparison of Contract Revenues	125
The Initial Public Offering Valuation	125
The Strategic Purchase	126
The Control Premium	126
The Valuation Floor and Ceiling	126
Chapter 10 - Enterprise Risk Management	130
Benefits of Risk Management	130
The Interrelationship between Risk and Strategy	131
Risk Retention Strategy	131
Risk Analysis as an Opportunity	132
Special Risk Situations	133
Risk Management for the Enterprise	133
Types of Risks	134
The Risk Management Process Flow	135
Risk Rankings	137
Risk Quantification Issues	139
The Risk Profile	140
Special Risk Situations	141
Risk Planning Timeline	142
Risk Management Best Practices	142
Risk Management Themes	143

Biases in Risk Management	146
Chapter 11 - Product Development.....	149
Product Development Overview	149
Project Risk	150
Research and Development Funding Decisions	151
Expected Commercial Value.....	151
The Project Failure Rate.....	152
Target Costing	153
The Basic Steps of Target Costing.....	154
Value Engineering Considerations.....	155
The Cost Reduction Program.....	156
The Milestone Review Process.....	156
Problems with Target Costing.....	157
Impact on Inventory Levels.....	157
Minimize the Number of Parts Used.....	158
Eliminate Identical Parts	158
Design for Broad Tolerance.....	158
Match Materials Quality to Design Specifications	158
Design for Assembly.....	158
Design around Limited Availability Components	159
Design around Lifetime Buy Decisions	159
Reduce the Number of Products	159
Reduce Product Options	160
Include Suppliers in the Design Process	160
Inactive Product Ideas	161
Transitioning to New Technologies	161
Chapter 12 - Marketing.....	164
SWOT Analysis.....	164
Identifying Customer Groups.....	165
Determining the Needs of Customers.....	166
Developing a Product.....	167
Product Prototyping.....	167
Determining Price Points.....	167
Price Skimming.....	167
Penetration Pricing.....	169
Premium Pricing	170
Value Pricing	171
Full Cost Plus Pricing	172
Selecting Distribution Channels.....	174
Developing a Promotional Strategy.....	174
Product Life Cycle	176
The Long Tail.....	178
Cannibalization.....	179
Customer Retention.....	179
Winning Back Customers.....	180
Marketing Risk.....	180
Marketing Governance Risk	180
Brand Repositioning Risk	181
Celebrity Spokesperson Risk	181
False Marketing Claims Risk.....	181
Advertising Reduction Risk	182
Increased Marketing Cost Risk.....	182
Socioeconomic Change Risk	182
Product Recall Risk	183
Incorrect Segment Popularity Risk	183
Promotion Budgeting	184

Chapter 13 - Sales	186
Relationship-Based Sales	186
Customer Relationship Management Systems	187
The Sales Cycle.....	188
Inbound and Outbound Telemarketing.....	189
The Revenue Budget	190
Analysis of the Revenue Budget	193
Sales Pacing	194
The Impact of Bottlenecks on Sales	194
Incorrect Forecasting Risk.....	196
Customer Loss Risk	196
Contracting Economy Risk	197
Chapter 14 - Operations Management	199
Constraint Analysis	199
Constraint Analysis Operational Terminology	200
Overview of Constraint Analysis.....	200
The Cost of the Bottleneck	202
Local Optimization	203
Constraint Analysis Financial Terminology	204
Constraint Analysis from a Financial Perspective	204
The Constraint Analysis Model	205
The Decision to Sell at a Lower Price.....	207
The Decision to Outsource Production	208
The Capital Investment Decision.....	208
The Decision to Cancel a Product.....	210
Quality Management.....	211
Types of Quality	212
Costs Impacted by Quality.....	213
Ways to Improve Quality.....	213
The Produce to Forecast (Push) System	214
The Produce to Order (Pull) System	215
Fast Equipment Changeovers.....	217
Kanban Notifications	217
First-Pass Quality.....	218
Unique Operational Capabilities	218
Chapter 15 - Supply Chain Management	221
Sole Source Inventory Purchases	221
Supplier Assessment	222
Enhanced Supplier Relations.....	223
Foreign Sourcing Considerations	223
The Lead Supplier	224
The Stable Production Schedule.....	224
Automatic Supplier Replenishment.....	225
The Total Inventory Concept	225
Supply Chain Buffer Stock Reduction	226
Reduce Supplier Delivery Times.....	227
Aggregate Deliveries with Freight Forwarders	227
Suppliers Own On-Site Inventory	228
Reserve Supplier Capacity	228
Vertical Integration	228
Supply Chain Cooperation	229
Supply Chain Configuration Issues	229
Supply Chain Risk.....	231
Cross-Firm Effects of Supply Chain Disruptions	232
Supply Chain Risk Mitigation Techniques.....	232
Chapter 16 - Recruiting and Hiring	235

Job Specifications.....	235
Recruitment Marketing.....	236
Broadcasting.....	237
Refining the Broadcasting Concept	237
Broadcasting for Bulk Hiring.....	238
Blind Ads.....	238
The Search Firm.....	239
Recruitment Management	240
General Hiring Principles.....	240
The Hiring Priority.....	240
Respect for Candidates	241
Resume Analysis.....	241
Telephone Screening.....	242
Interview Preparation.....	243
Interview Questions.....	243
Applicant Testing.....	247
Reference Checks.....	247
Background Checks.....	249
Applicant Evaluation.....	249
The Job Offer	251
Discuss with the Candidate.....	252
Compensation	252
Speed.....	252
Verbal Offer.....	252
Offer Deadline	252
Negotiations.....	253
Offer Letter	253
Chapter 17 - Building and Managing Teams	255
What is a Team?.....	255
When to Use a Team	256
When Not to Use a Team	256
Types of Teams.....	257
Recommendation Teams.....	257
Ongoing Activity Teams.....	258
Design Teams	258
Management Teams.....	258
Customer Account Teams.....	259
Types of Team Players.....	259
Issues Impacting Ineffective Teams	260
Identification of Team Members.....	261
Team Sizing	262
The Statement of Work	262
Team Structure	262
Team Direction.....	263
Work Assignments	263
The Work Load	263
Team Transitions.....	264
Communication Systems.....	264
Conflict Resolution	264
Dealing with Counterproductive Behavior.....	265
Internal Conflict Resolution	266
Team Duration.....	266
Team Termination	267
Management Style.....	267
Management Behavior	268
The Decision Making Process.....	269

Consensus Building.....	269
Causes of Faulty Decisions	270
Group Pressure.....	270
Conformity.....	271
Decision Cascades	271
Polarization.....	271
Confidence.....	271
Keys to Team Success.....	271
Chapter 18 - Business Ethics	274
The Nature of Ethics	274
Ethical Frameworks.....	275
Consequentialism vs. Deontology.....	277
The Stakeholder Perspective	278
Situations Involving Ethical Challenges	279
Ethical Oversights	280
Ethical Analysis.....	281
Integration of Ethics into the Organization	282
Chapter 19 - Business Strategy.....	284
Strategy Overview.....	284
The Imitation Trap	287
Differentiation	287
Types of Strategies	287
Blue Ocean Strategy.....	289
Portfolio Analysis.....	290
Strategic Analysis Tools.....	291
Value Chain Analysis	291
Experience Curve.....	291
Scenario Planning	293
Strategic Fit	294
Planning versus Strategy	294
Chapter 20 – Managerial Economics	297
What is Managerial Economics?	297
Opportunity Costs	297
Implicit Costs	298
Marginal Analysis	298
The Supply and Demand Concept.....	299
The Impact of Price Restrictions	302
Elasticity of Demand.....	303
Factors Impacting Price Elasticity.....	306
Cross-Price Elasticity of Demand	307
Advertising Elasticity of Demand	307
Short-Term and Long-Term Decisions.....	308
Productivity.....	308
The Automation/Labor Tradeoff.....	310
The Outsourcing/ Internal Labor Tradeoff.....	311
Long-Term Cost Variability	312
Fixed Cost Effects	312
Sunk Cost Effects.....	312
Economies of Scale	313
Economies of Scope.....	313
Answers to Chapter Questions	316
Glossary	339
Index	345