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Course Information

Course Title: MBA Guidebook

#366425

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: 0004761 (Ethics #0011467)

Hawaii Board of Accountancy: 14003

New York State Board of Accountancy: 002146

Ohio State Board of Accountancy: CPE .51 PSR

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: 3/12/2025

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

- 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

- **Go to "My Account" and locate this course in your Active Courses list.**
- Click "View Course," then "Course Exam," then "Open Exam." (You can print the exam questions for reference purposes using the "Print Exam Questions" link.)
- 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.
- 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

- 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 300 books and courses, including *New Controller Guidebook*, *GAAP Guidebook*, and *Payroll Management*. He has also written *The Auditors* science fiction trilogy.

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Published by AccountingTools, Inc., Centennial, Colorado.

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