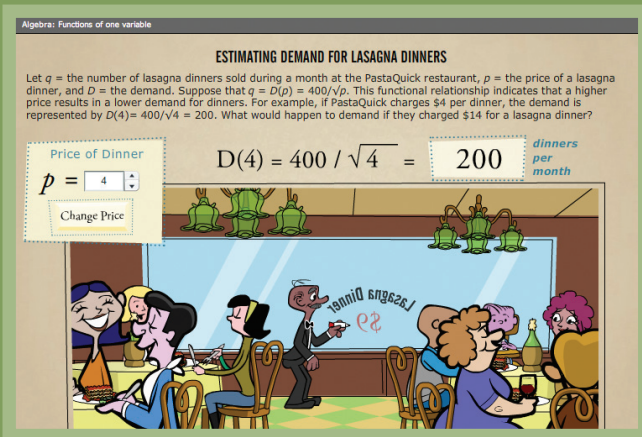


Mathematics for Management

ONLINE COURSE



IDEAL FOR MBA, UNDERGRADUATE, AND EXECUTIVE EDUCATION COURSES

INTERACTIVE ANIMATIONS AND EXERCISES

USE SECTIONS TO DIRECTLY ALIGN CONTENT WITH LEARNING OBJECTIVES

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Approximate seat times:*

| | |
|--------------------------------|-------------|
| Complete Course #3350..... | 12-20 hours |
| Algebra Section #6004..... | 3-4 hours |
| Calculus Section #6006..... | 3-4 hours |
| Statistics Section #6007..... | 3-4 hours |
| Probability Section #6008..... | 3-4 hours |
| Finance Section #6009..... | 3-4 hours |

*Please note that seat times are estimates and vary depending on the student's experience level.

Online courses from Harvard Business Publishing offer a comprehensive introduction to a subject area and allow students to build a solid foundation for a business education. They can be used in advanced undergraduate business courses, as pre-matriculation requirements for MBA candidates, or as homework over the semester or year.

Mathematics is used to solve a wide range of practical business problems. This online course is designed to level the playing field among incoming MBA students, regardless of prior professional or academic background. *Mathematics for Management* includes sections on Algebra, Calculus, Statistics, Probability, and Finance and covers the key mathematics concepts in these areas that students commonly use to solve quantitative problems in the MBA curriculum.

The course engages students by using a storyline in which several families operate small businesses in a fictional suburb of Las Vegas. Students work through each section and apply math concepts to solve problems, analyze data, and predict outcomes related to the products and services offered by each of the town's businesses. From determining maximum profits using Calculus to calculating market demand using Statistics, the course gives students a practical understanding of using math in a management context.

Narrated animations, videos, and over 150 "do it yourself" exercises help students grasp difficult concepts quickly. At the end of each topic, students work through self-correcting exercises to check their mastery of the topic. Many exercises also include Microsoft Excel functionality, in combination with interactive features, to further enhance understanding of essential mathematics concepts. The complete course and each section include pre- and post-assessments.

MATHEMATICS FOR MANAGEMENT IS AUTHORED BY:

Wayne Winston, Kelley School of Business, Indiana University
Sarah Fairchild Sherry, Kelley School of Business, Indiana University

See reverse for a table of contents.

MATHEMATICS FOR MANAGEMENT

| | |
|------------------------|--------------|
| COMPLETE COURSE | #3350 |
| ■ Algebra Section | #6004 |
| ■ Calculus Section | #6006 |
| ■ Statistics Section | #6007 |
| ■ Probability Section | #6008 |
| ■ Finance Section | #6009 |

The complete course and each section include a pretest and a final exam.

INTRODUCTION Included in the complete course and each section.

ALGEBRA Variables / Functions of One and More than One Variable / Linear Equations: One Variable / The Cartesian Plane / Straight Lines / Finding Solutions: Two Equations / Linear Inequalities: One Variable / Linear Inequalities: Two Variables / Polynomials and Quadratic Functions / Powers and Exponents / Power Function / Cobb-Douglas Function / Order of Operations / Entering Formulas and Graphing Functions in Excel / Inverse Functions / Ratios and Percentages / Elasticity of Demand / Logarithms / Index Numbers

CALCULUS Motivation for Differential Calculus / Determining the Slope of a Function / Slope and Tangent Lines / Rules for Computing Derivatives / Second Derivatives, Convex, and Concave Functions / Maximizing and Minimizing Functions / Inflection Points

STATISTICS Summation Notation / Using Bar Graphs and Histograms to Summarize Data / Measures of Central Tendency / Skewness and Measure of Central Tendency / Measures of Variability / The Rule of Thumb and Outliers / Covariance and Correlation

PROBABILITY Experiments, Sample Spaces, and Events / Calculations Involving Sample Spaces / Mutually Exclusive Events / Complementary Events / Conditional Probability / Independent Events / Random Variables / Continuous Random Variables / The Normal Random Variable

FINANCE Net Present Value (NPV) / Internal Rate of Return (IRR) / Payback Criteria / Future Value / Annuities / Perpetuities / Growing Perpetuity / Compound Interest / Basic Bond Math / CAGR: Compound Annual Growth Rate / Option Pricing

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OTHER ONLINE COURSES

All online courses are also available in sections.

Finance
 #208719

Covers the core concepts in Finance that a business student must master.

Financial Accounting
 #105708

Introduces Financial Accounting in a management context.

Quantitative Methods
 #504702

Covers the basic statistical analyses that a business student must master.

Spreadsheet Modeling
 #3252

Demonstrates how to use Microsoft Excel 2007 functionality to solve business problems.