The Goods

$$v = Wkj * h$$
$$y = \phi(v)$$
$$E = (y - d)^2$$
$$\frac{\partial E}{\partial w_{kj}} = \frac{\partial E}{\partial y} * \frac{\partial y}{\partial v} * \frac{\partial v}{\partial w_{kj}} = 2 * (y - d) * \phi'(v) * h$$