

Course Overview



What should you expect to get out of this course?

Mechanical Engineer...

Evaluating a company's financial health...

- You've been tasked to participate on a team to acquire a company with a complementary technology to your own.
- As an expert in the field, your role is to evaluate the viability of the technology.
- Yet the team must also assess the company's financial health by reviewing its financial statements for the last few years.



*How do you read and interpret the company's financial statements?
What should you look for to determine the company's financial health?*

R&D Manager...

You manage an R&D Group. It's budgeting time, and you need to submit the annual budget for your department.

How do you forecast your personnel costs?

How do you forecast what your staff will spend?



We'll cover the things to consider when constructing your budget forecast.

Entrepreneur-in-the-Making...

Or maybe you're an entrepreneur and want to start your own business...

...you need to know a lot about cash flow.

We will learn what “cash flow” means, and the financial tools to manage it during your startup.



Financial Management...

Evaluating historical financial data and future economic trends to make sound investment decisions.



Financial Management:
managing a firm's money
to achieve its desired
financial objectives.

Financial Management...

Readey's Definition: Financial Management is...

- ➡ *a lot of interesting number crunching, that...*
- ➡ *identifies the optimum path among many alternatives...*
- ➡ *using equations that are not terribly complex...*
- ➡ *and input values based on historical performance...*
- ➡ *to make your best estimate of the future outcomes!*

What we'll cover in this course...

**Financial
Statements**

**Financial Ratio
Analysis**

**Budgeting and
Forecasting**

**Scenario & Sensitivity
Analysis**

**Sustainability
and Business**

Our Ultimate Goal...

By the end of this course, you will be able to:

- ✓ Know how to read and interpret a company's financial statements;
- ✓ Establish a company's financial health through ratio analysis;
- ✓ Build a forward-looking budget for a profit and cost center;
- ✓ Perform a financial sensitivity and scenario analyses;
- ✓ Know where and how a company's sustainability metrics are reported;
- ✓ Communicate with your financial colleagues with confidence, using the language of business.

Our Ultimate Goal...



Are you ready?

Next Time...

Course Mechanics



Credits & References

Slide 1: Light Bulb Concept by EtiAmmos, Adobe Stock (218914813.jpeg).

Slide 2: Elegant pregnant businesswoman leads boardroom meeting by PR Image Factory, Adobe Stock (277688477.jpeg).

Slide 3: Detail of young man hands showing microplastics on the beach by David Pereiras, Adobe Stock (269095458.jpeg).
Microplastics on a beach. Famara Beach, Lanzarote by Susanne Fritzsche, Adobe Stock (252423830.jpeg). Seashells on sand by Belight, Adobe Stock (79554111.jpeg).

Slide 4: Start own business by adrian_ilie825, Adobe Stock (57975888.jpeg).

Slide 5: Businesswoman standing at crossroads by jozefmicic, Adobe Stock (206033418.jpeg).

Slide 9: Successful business team by Lumos sp, Adobe Stock (303597321.jpeg).

Slide 10: Looking through lecture notes by pressmaster, Adobe Stock (131199774.jpeg).