Course Overview



What should you expect to get out of this course?

Aerospace Engineer...

Solving the Space Junk Problem



- Your job is to design small satellites for high-resolution imaging applications.
- You have an idea that you believe will reduce the growing space junk problem.
- The new technology requires funding for 3 years and could be implemented within 2 years after that.

How do you propose this idea to the executive office to secure the funding and develop the technology?







Environmental Engineer...

Reducing the Microplastic Pollution Problem



- Your job is to develop new products that help companies create a positive environmental impact.
- Your team developed a new filtration system that separates microplastics from beach sand.
- The product can be used in many resort and tourist locations and creates a raw material source for recycling.



What is the financial business case for the new product?

About the Course...

It's budgeting time, and your company as \$1M to spend on projects...

Project A \$800K

You propose this one, representing Engineering.

Project B \$800K

Manufacturing proposes this one.

Project C \$800K

Marketing proposes this one.



How does management decide which one to pick?

About the Course...

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...

Time Value of Money (TVM)

Discounted Cash Flow Analysis

The Capital Budgeting
Process

Depreciation, Taxes & Inflation

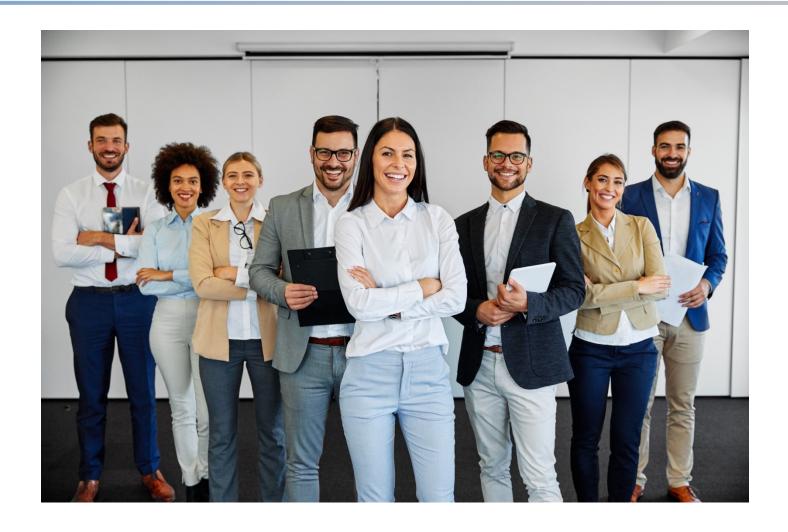
Building a Project's
Business Case

Our Ultimate Goal...

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

- ✓ Understand and apply the principles of Time Value of Money;
- ✓ Establish whether a project is financially worthwhile;
- ✓ Determine how depreciation, taxes and inflation impact cash flows;
- ✓ Build the financial business case for a new product introduction project;
- ✓ 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: Flat design style web banner for the path to success, levels of education, staff training, specialization, learning support by PureSolution, Adobe Stock (176870734.jpeg).
- Slide 2: Space orbital satellite by Oleg, Adobe Stock (416955909.jpeg). 3D Render of space debris around planet Earth by Framestock (469537750.jpeg). Engineer uses Computer to Analyse Satellite, Calculate Orbital Trajectory Tracking by Gorodenkoff, Adobe Stock (439163063.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: Confident businesswoman and two colleagues by Flamingo Images, Adobe Stock (222509492.jpeg).
- Slide 5: Start own business by adrian_ilie825, Adobe Stock (57975888.jpeg).
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- Slide 10: Succesful business team by Lumos sp, Adobe Stock (303597321.jpeg).
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