

DECISION MAKING AND SCENARIOS

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Evaluating projects

- Looking at the decision of whether to accept or reject a project, where the firm invests resources today and the benefits accrue back to the firm over time. Examples include:
 - Replacing a machine that is part of a production line
 - Building a new manufacturing facility
 - Creating, producing and selling a new product that we have never sold previously
 - Investing in a new technology that we believe will reduce costs
 - Establishing a marketing campaign to increase the value of our brand
 - Other examples abound

The four modules of the course

- Why is Net Present Value Appropriate for Evaluating Projects?
- Evaluating Projects
- Expressing Business Strategies in Financial Terms
- New Product Venture: Valuation and Scenario Analysis