



## Electronic and Electrical Engineering

## Finance and Product Management (ELEC0045)

## Description

The object of this module is to present the principles of finance, using telecommunication and ICT service providers as example companies.

This module also covers the practical aspects of product management, including development of business cases and the nature of infrastructure economics.

Syllabus covers Financial Accounting (The principles, application and practical use of financial accounts, including the unique telecommunications and ICT aspects.);

Management Accounting (The application of management accounting to the business so that students can apply the principles to their own company circumstances.);

Business Finance (The importance of creating, implementing and auditing a robust financial strategy, including the management of risk and the implications on share price.);

Product and Portfolio Management (Product and portfolio development;

a detailed review of the whole-life product management cycle, including product launch, enhancement, positioning and pricing.);

Business Cases (The creation of business cases for product development and investment;

a practical understanding of DCF techniques, cost of capital and financing options.);

and Network and System Infrastructure Economics (How the network size, structure and technologies, together with the systems support infrastructure, impact on the financial performance of a network operator;

the special relevance to the development of Next Generation Networks (NGN) and the provision of new services.))

## Key information

<b>Year</b>	2018/19
<b>Credit value</b>	15 (150 study hours)
<b>Delivery</b>	PGT L7, Campus-based
<b>Reading List</b>	<a href="#">View on UCL website</a>
<b>Tutor</b>	<a href="#">Mr Keith Carrington</a>
<b>Term</b>	Terms 1 and 2
<b>Timetable</b>	<a href="#">View on UCL website</a>

## Assessment

■ Written examination (departmentally managed): 100%

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