

**NEW
FROM SME**

Your invitation to a 30-day
FREE TRIAL of a unique distance
learning experience at a special
introductory price . . .

Financial Management for the Successful Engineering Manager

**What every engineer needs to know
for continued career advancement.**

- Learn corporate finance—the language of management—as you make key decisions for the simulated company you'll be managing;
- Learn to read and understand balance sheets, income statements, cash flow projections, and more;
- Learn the financial analysis keys for getting your projects approved.

In your own office or home, at your own pace, gain real world financial experience by making the key decisions for your own simulated company.



LEARN
CORPORATE
FINANCE—
THE LANGUAGE
OF MANAGEMENT

LEARN
FINANCE BY
DOING FINANCE—
MANAGE YOUR
OWN SIMULATED
COMPANY

LEARN TO
PRESENT YOUR
PROJECTS IN
FINANCIAL
TERMS TO
ASSURE THEIR
APPROVAL

“In any organization, finance is the language of management. No matter what your position, its understanding is the key to your continued advancement.”

Dr. Henry Oppenheimer
Author of the Course

No matter what you do, no matter where you are in your organization, the understanding of concepts such as fixed and variable costs, depreciation, cash flow, net profit, and the like are essential to your continued career advancement.

You can learn about these terms by reading a finance text or listening to dry financial lectures.

Now there's a better way ...

LEARN BY ACTUALLY DOING

Learn the basics of corporate finance by actually managing your own simulated company, with SME's completely new and unique distance learning program,

“Financial Management for the Successful Engineering Manager.”

In your own office or home, at the pace you select, you'll make all the key managerial decisions for your simulated company, receive your results from the Analysis Center, and complete the financial forms for your firm.

The result? An understanding of corporate finance and its principles which you can get in no other way. Instead of the surface understanding which results from texts or lectures, you'll have gained the in-depth understanding of someone who's "been there, done that."

HOW THE MANAGEMENT COURSE WORKS

When you enroll in this unique program, you'll receive your "Financial Management for the Successful Engineering Manager" course manual containing full instructions, your financial forms, and a description of the simulated company you'll be managing. You'll also receive the forms on disk and over the Internet, if you prefer completing them electronically.

As the president and chief executive officer of "Your Company, Inc.", you'll manage your company over six simulated two-month periods (the real time you take will be up to you).

Your decisions will include, among others, selling price, production volume, advertising, and R&D expenditures, and the like.



Each period you'll send these decisions to the MGI Analysis Center where they will be reviewed and compared to the decisions of your simulated competition. The Analysis Center will then send you the results of your decisions, telling you how many units your company sold plus other pertinent information. You'll then complete an income statement, a balance sheet, and a statement of cash flows for the company. Then you'll go on to make your decisions for the next operating period.

As you go through the course making your managerial decisions and completing your reporting forms, you'll develop a pragmatic, user-level understanding of corporate financial management, an understanding which will place you head and shoulders above most of your engineering colleagues.

AND THERE'S MORE—SIX ADDITIONAL DETAILED SUPPLEMENTS TO ENHANCE YOUR FINANCIAL MANAGEMENT SKILLS

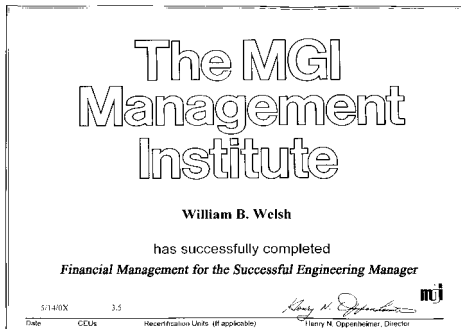
With each of your returned decisions, we'll also send you a special Detailed Supplement, presenting an additional important area of financial management. These supplements cover topics such as value added analysis, financial decision-making, cash flow analysis, how your firm is *really* competing, and the like.

LET AN EXPERT WHO'S "BEEN THERE, DONE THAT" HELP YOU LEARN BY THIS UNIQUE METHOD

The developer of "Financial Management for the Successful Engineering Manager" is Dr. Henry N. Oppenheimer, President of the MGI Management Institute, Inc., White Plains, NY. He has earned two engineering degrees, as well as an MBA from the University of Connecticut and a doctorate from Pace University. Dr. Oppenheimer practices what he preaches—he is the founder of the MGI Management Institute and has been managing the firm for over 30 years.

WHEN YOU FINISH . . . GREATLY ENHANCED UNDERSTANDING OF CORPORATE FINANCIAL MANAGEMENT AND MANAGERIAL RECOGNITION

You can complete "Financial Management for the Successful Engineering Manager," including your six Detailed Supplements, in about 20 spare-time hours. When you do, you'll have earned 2.0 CEUs and you'll receive a signed Certificate of Completion, suitable for framing.



Perhaps most important of all, you'll have gained a practical, user-level understanding of corporate financial management, an understanding that will not only enhance your future career prospects and advancement but also will lead to immediate management recognition.

ENROLLMENT INFORMATION

Detailed information on enrolling in "Financial Management for the Successful Engineering Manager" is located on the back page of this brochure.

ENROLL IN THIS UNIQUE NEW
COURSE TODAY!

FREQUENTLY ASKED QUESTIONS ABOUT FINANCIAL MANAGEMENT FOR THE SUCCESSFUL ENGINEERING MANAGER

What background do I need to take the course?

None, really. Your course manual will teach you the basics of corporate finance and, as you make your managerial decisions and complete your company's financial forms, you'll learn—by actually doing—the rest.

How does the course differ from the usual "Basics of Corporate Finance" course?

The difference is like night and day. Instead of dry reading of text material or listening to seminar presenters drone on and on, we'll give you just enough material to get you started and then let you do your own "financial thing." As you do so, you'll develop a realistic, pragmatic feel for the nuances of corporate finance.

Do I need a computer to take the course?

Not at all—your instructions are contained in a clear, easy-to-read printed manual, and you can complete your managerial forms using paper and pencil and mail or fax them to us.

What if I want to do the course on my computer?

You can—the choice is yours. You'll receive a disk with all your financial forms on it, in MS Excel; you can complete the forms and send them to the Analysis Center as e-mail attachments. Alternatively, you'll find the forms on-line and you can complete them and send them to us with the click of a button.

THREE WAYS TO MANAGE YOUR COMPANY

- Using paper and pencil—no computer required.
- On the Internet—you need Internet access only.
- On your own computer—you need Microsoft Excel or equivalent.

ALL
IN
YOUR
OWN
OFFICE
OR
HOME . . .

AT
YOUR
OWN
PACE . . .

AND
WITH
YOUR
PERSONAL
INSTRUCTOR
TO HELP
YOU

Enrollment Information

Upon completion of this course, you'll have earned 2.0

Continuing Education Units (CEUs), and you'll receive a two-color Certificate of Completion, suitable for framing.

A SPECIAL DISCOUNT PRICE— SAVE A FULL \$50.00

The list price for "Financial Management for the Successful Engineering Manager" is \$245. However, SME is pleased to offer you a \$50 discount so that your special introductory price for this unique course is only \$195, plus a small postage and handling charge.

This includes your loose-leaf bound course manual, processing of all your managerial decisions, and personal response to every question you send in. And remember, that's all it costs—no time away from work, no travel, no other costs of any kind.

SEND FOR YOUR FREE TRIAL TODAY

Use the Enrollment Form or write to:
SME Professional Reference Programs,
701 Westchester Avenue, Suite 308W
White Plains, New York 10604

TOLL FREE TELEPHONE ENROLLMENT

JUST CALL 1-800-932-0191
Or use our fax number 914-428-0773



OUR GUARANTEE TO YOU

30-DAY FREE TRIAL—Examine the course entirely at our risk for 30 days. If it's not exactly what you expected, simply return all material unused and we'll promptly refund your full enrollment fee* or cancel your invoice.

*Less postage and handling.

CONTINUING EDUCATION FOR ENGINEERING PROFESSIONALS

This course was developed and is conducted for SME by the MGI Management Institute, White Plains, NY.

For over 30 years, MGI has been a leader in continuing education for the professions. Among its many client societies are APICS, the Educational Society for Resource Management, National Society of Professional Engineers, and, of course, the Society of Manufacturing Engineers. MGI has provided and continues to provide practical, up-to-the-minute self-study experiences for many hundreds of engineers, manufacturing managers, and other professionals.



FREE TRIAL ENROLLMENT FORM

To: SME Professional Reference Programs
701 Westchester Avenue, Suite 308W, White Plains, NY 10604

YES, I want to develop my knowledge and skills in engineering financial management. Please enroll me in "Financial Management for the Successful Engineering Manager" and send all materials at once. My payment (or credit card information is enclosed as shown at right.

I understand this includes all course material, processing of all my managerial decisions, and personal response to all questions I may have.

I understand further that if I'm not completely satisfied with the material, I may return it, unused, within 30 days for a full and immediate refund.

*Purchase orders without accompanying prepayment will be billed at list price.

TOLL FREE TELEPHONE ORDER

Just call 1-800-932-0191
Fax 914-428-0773



Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Telephone (_____) _____

PAYMENT INFORMATION

Course Price \$ _____

Postage & Handling \$ 4.95

Total Price \$ _____

Check enclosed (payable to SME)

Purchase order enclosed*

Charge the above amount to my credit card as shown below:

VISA MasterCard AMEX

Acct. No. _____

Expiration Date _____

Signature _____