

ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

V SEMESTER

B.B.A

Time:5HRS/Week

Elective:Finance

STRATEGIC FINANCIAL MANAGEMENT

MARKS:100

SYLLABUS

Objectives:

- To familiarize students with financial management concepts with strategic perspective.
- To understand various techniques of strategic financial management.
- To apply financial management theories and techniques for strategic decision making.

MODULE I: Introduction-Financial Policy-Strategic Planning-Strategic Planning Process-- Financial Models-Tools And Techniques Of Financial Modeling-Uses And Limitations-Types Of Financial Models-Management Of Corporate Debt- Case Study

MODULE II: Investment Decisions Under Risk And Uncertainty- Risk Adjusted Cut Off Rate- Certainty Equivalent Method-Probability Technique-Standard Deviation Method-Co-Efficient Of Variance-Decision Tree Analysis-Construction Of Decision Tree- Case Study

MODULE III: Capital Rationing-Investment Appraisal Under Inflationary Condition-Meaning-Merits And Demerits Of Capital Rationing-Problems. Case Study

MODULE IV: Corporate Restructuring-Meaning-Types –Limitations Of Mergers-Amalgamation-Take Over-Determination Of Firms Value-Effect Of Merger On EPS And MPS-Pre Merger And Post Merger Impact-Case Study

MODULE V: Financial Strategy For Corporate Turnaround-Causes For Corporate Failure And Turnaround Strategies-Measures To Meet The Financial Crisis-Financial Rehabilitation Framework Of Industrial Sickness In India-Case Study

REFERENCES:

- 1.Strategic Financial Management- Prasanna Chandra
2. Financial Management-I.M.Pandey
- 3.Financial Management-C.Paramasivan,T.Subramanian
4. Financial Management And Corporate Strategy-Grin Blatt, Mark ,Titman,Tata Mc Graw Hill