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

V SEMESTER **B.B.A** Time:5HRS/Week

BBA-A1-5101 **STRATEGIC FINANCIAL MANAGEMENT** MARKS:100

Wef 19-20 admitted batch (19AG) **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.
* To bring awareness on how strategic investments decisions have to be made under risk and uncertainties.
* To understand and analyze the reasons for corporate failure and develop strategies to meet financial crisis

**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, MC Graw Hill Education, 2017

2. Financial Management-I.M.Pandey, Vikas Publishing House, 2012

3.Financial Management-C.Paramasivan,T.Subramanian, New Age International Publishers, 2018

4. Strategic Financial Management, Rajini sofat, Preeti Hiro, PHI learning,2015

5. Strategic financial management: The Indian Context, R.srinivasan, PHI learning,2014

\* \* \*