



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA201 FINANCIAL MANAGEMENT

I YEAR / II SEMESTER

UNIT 1 - INTRODUCTION TO FINANCIAL MANAGEMENT



Objective of financial management

Objectives of Financial Management

Proper Mobilization of Funds

Proper Utilization of Funds

Earning more Profits

Maintaining Liquidity

Maximizing Shareholders Wealth

Reserves

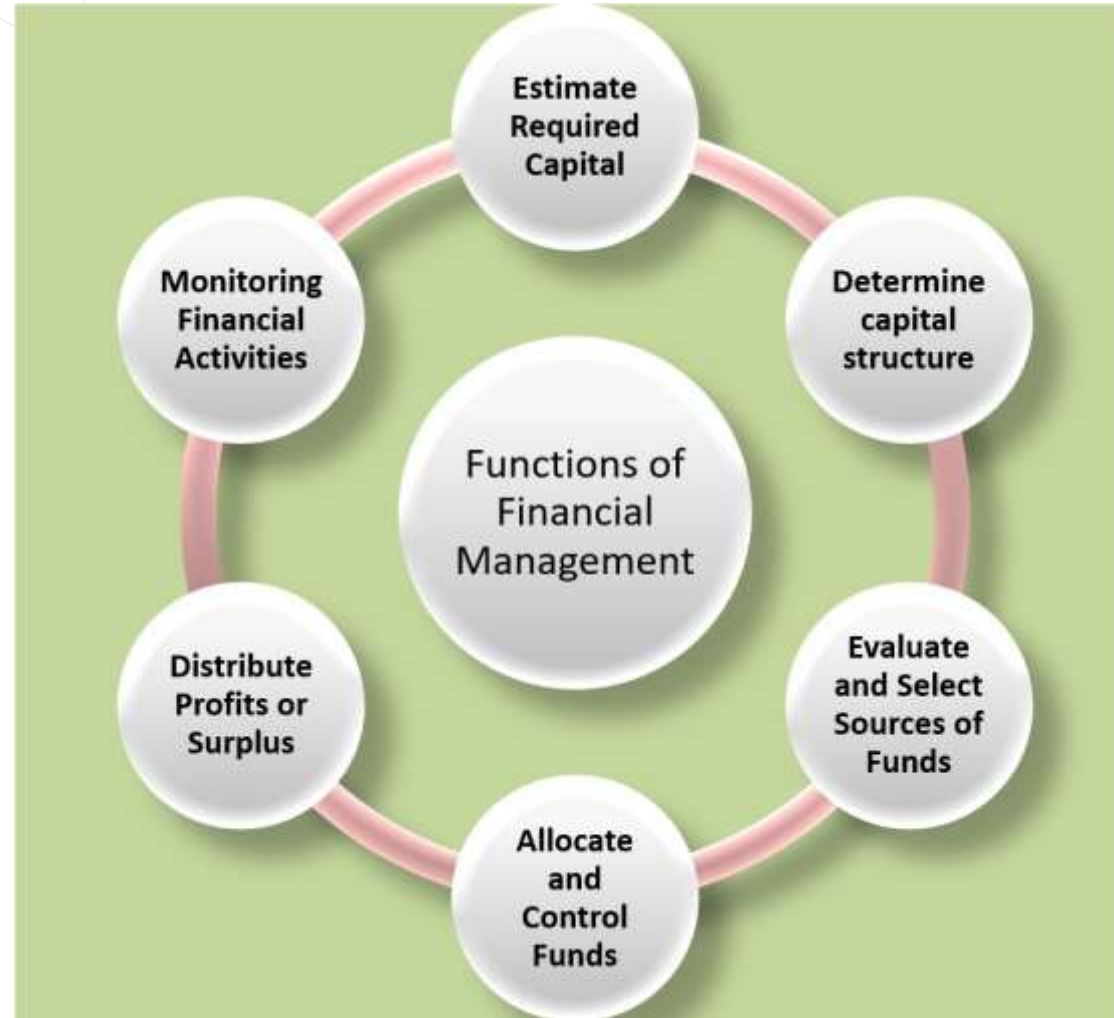
Increase in Overall Efficiency

Generates Goodwill

articles-junction.blogspot.com



Function of financial management

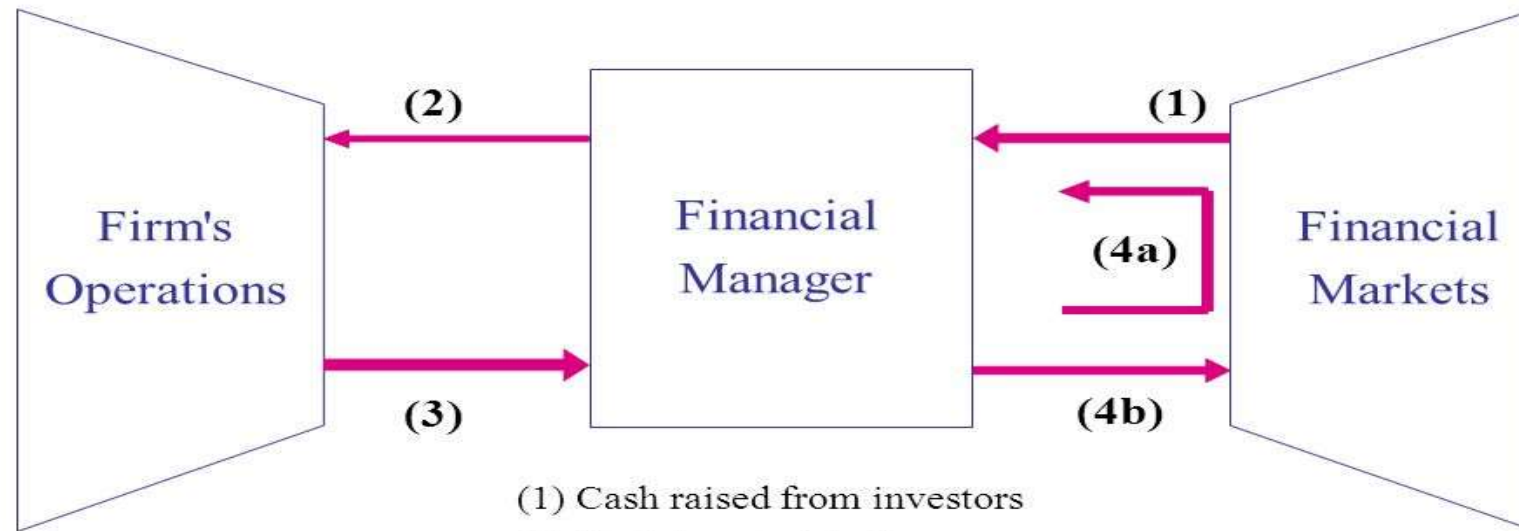




Role of financial manager



Role of The Financial Manager



- (1) Cash raised from investors
- (2) Cash invested in firm
- (3) Cash generated by operations
- (4a) Cash reinvested in the firm
- (4b) Cash returned to investors



Role of The Financial Manager

Primary Functions:

1. Performing Financial Analysis and Planning
2. Investment Decision
3. Financing Decision
4. Dividend Decision

Emerging Roles:

1. Financial Engineering
2. Foreign Exchange Management
3. Treasury Operators
4. Investors Communication
5. Management Control
6. Investment Planning
7. Pension Fund Management
8. Credit Manager
9. Tax Management
10. Insurance Risk Management



Decision making interface of finance with others



Finance and Other Related Disciplines

1. Finance and Economics
2. Finance and Accounting
3. Finance and Production
4. Finance and Marketing
5. Finance and Law
6. Finance and Taxation
7. Finance and Information Technology

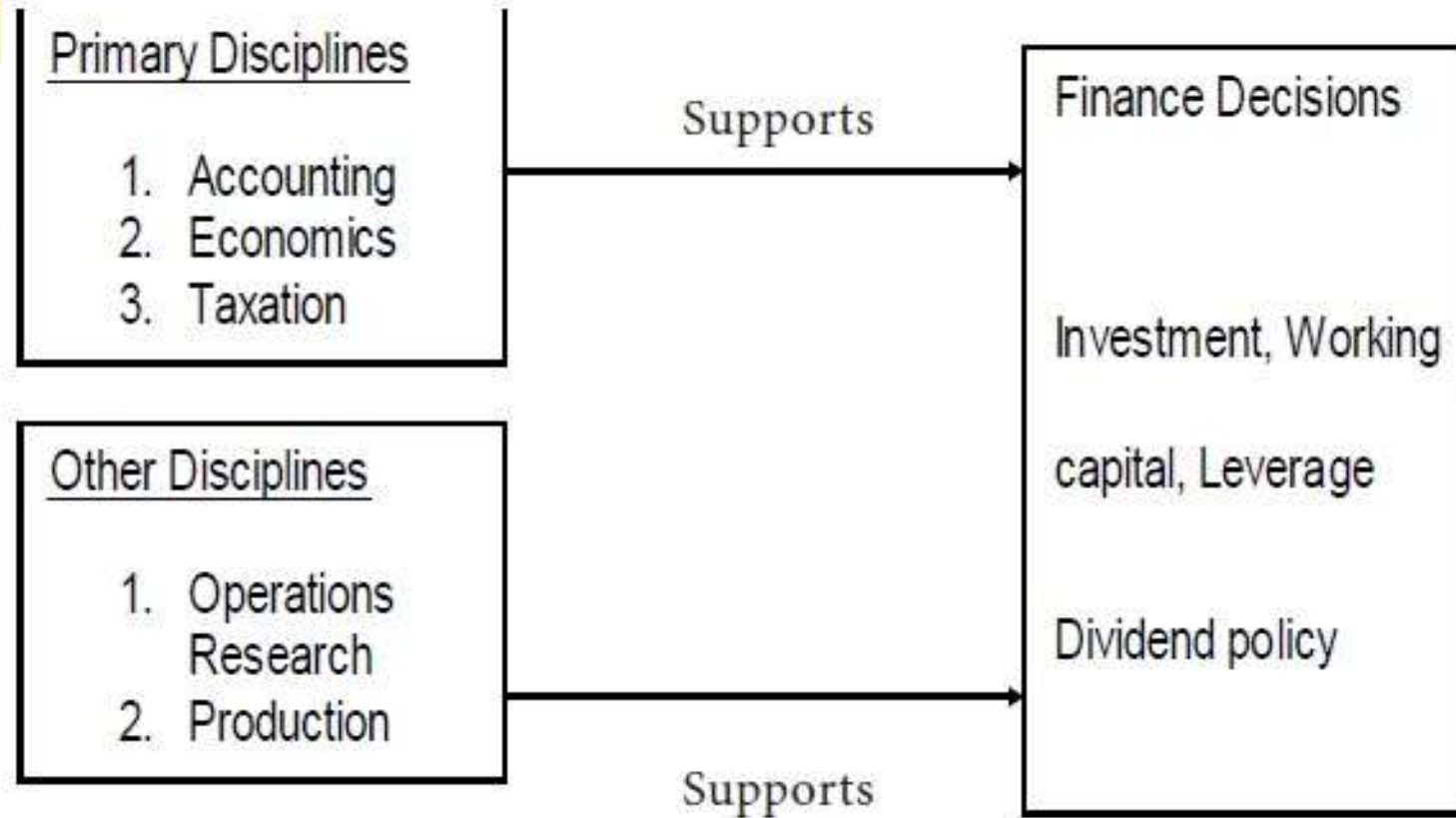
Prof. M.A.Tamboli

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Relationships between Finance and other Disciplines



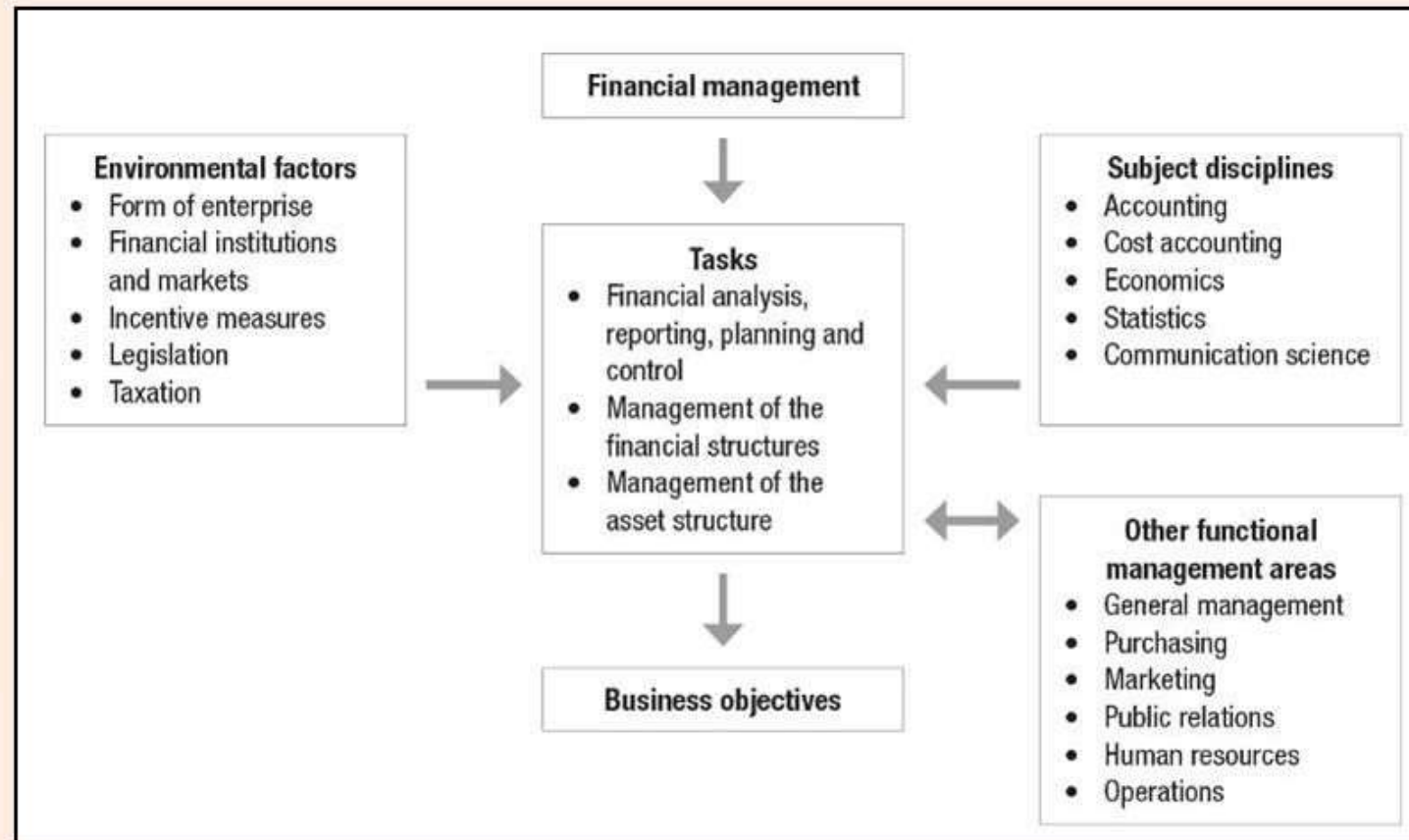


The relationship between financial management, other functional management areas, related disciplines and the environment



INTRODUCTION TO
**BUSINESS
MANAGEMENT**
SEVENTH EDITION

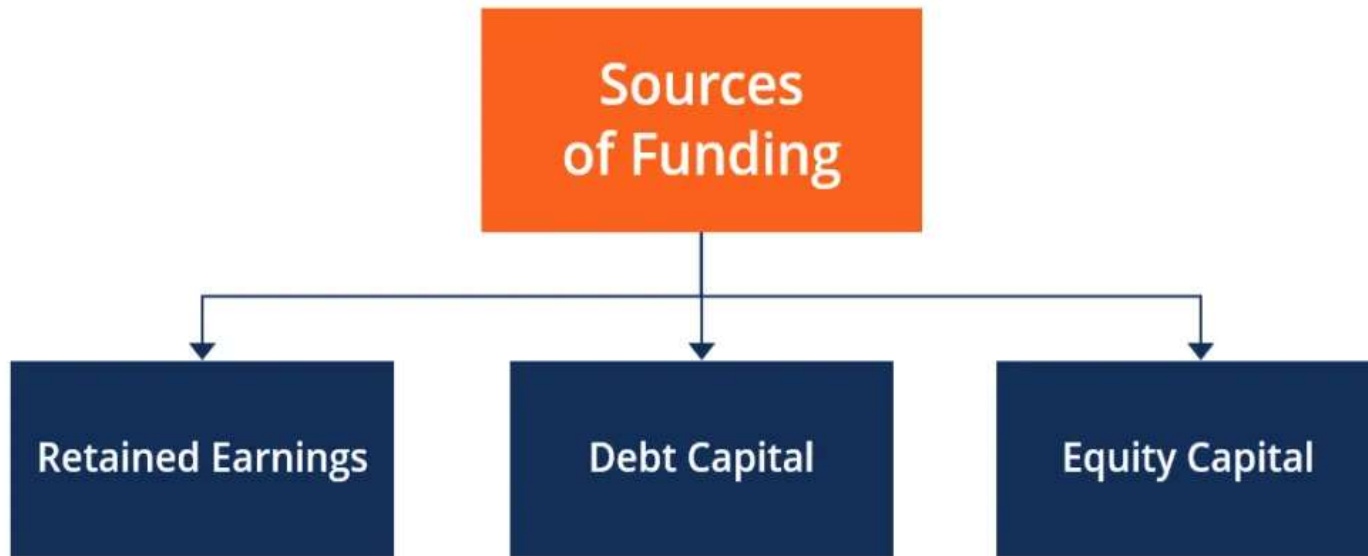
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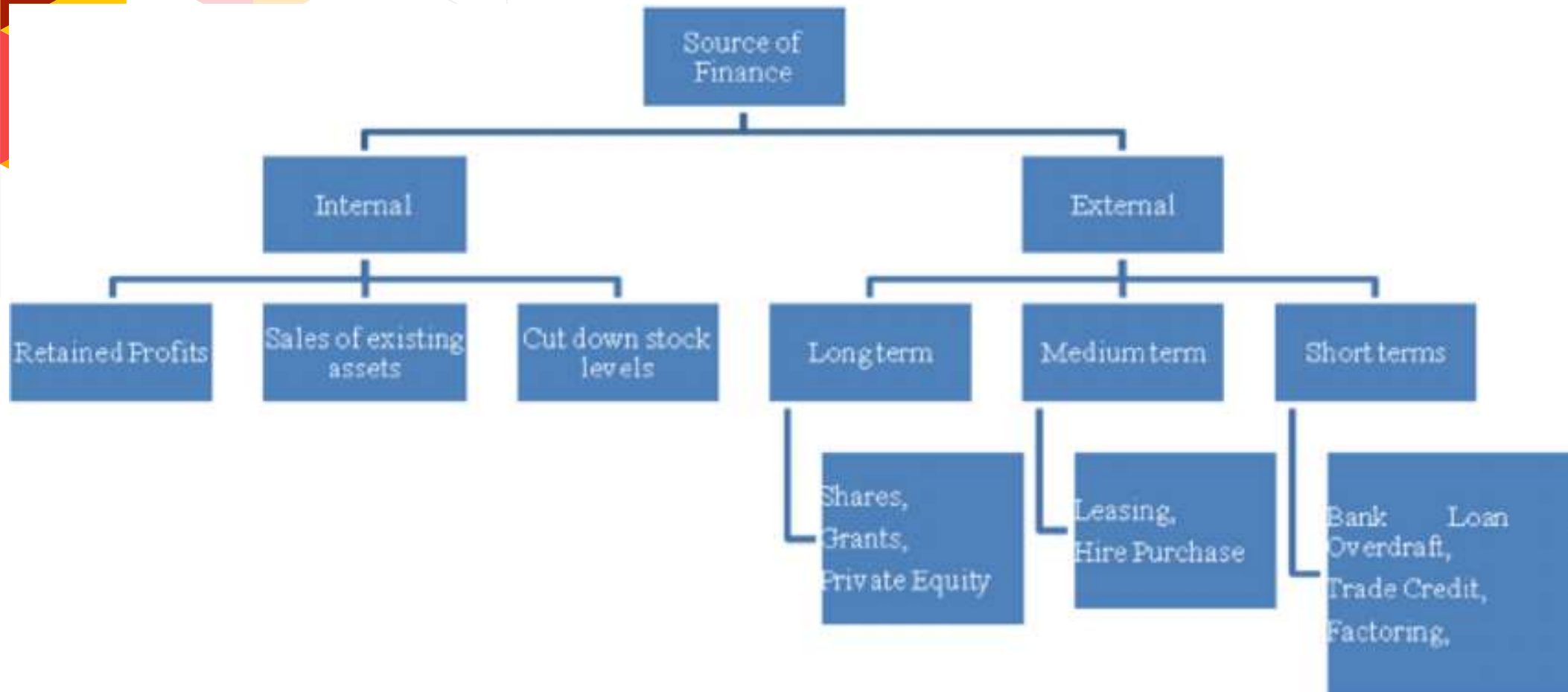


Sources of Funding





Sources of Finance





Thank You