

Strategic Financial Management



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Financial Service Marketing

Unit I

Financial Policy and Corporate Strategy: Strategic Decision-Making Process, Types of Corporate Strategies. Types of Financial Plan: Financial Models, Tools or Techniques of

Financial Modelling, Uses and Limitations of Financial Modelling, Applications of Financial Models, Types of Financial Models, Process of Financial Model Development. (10 Hours)

Unit II

Project Planning and Investment Decisions: Capital Rationing, Social Cost Benefit Analysis, Investments Decisions under Risk and Uncertainty, Techniques of Investment Decision, Risk Adjusted Discount Rate, Certainty Equivalent Factor, Statistical Method, Sensitivity Analysis and Simulation Method, Corporate Strategy and High Technology Investments. Leasing Decisions: Lease Financing, Break-Even Lease Rentals, Evaluation of Lease, Tax and Accounting Considerations, International

Leasing. (12 Hours)

Unit III

Financial Services in India: Global Financial Market, Stakeholders in Financial Market, Indian Financial Market Scenario, Credit Policy of RBI, Fed Policy, Inflation Index, CPI, WPI, Capital Markets (Primary & Secondary), Money Market Instruments in India, Asset Backed Securities, Foreign Direct Investment Foreign Institutional Investment, NBFCs. (10 Hours)

Unit IV

Corporate Restructuring: Expansion and Financial Restructuring, Mergers and Amalgamations – reasons for Merger, Benefits and Cost of Merger, Takeovers, Business Alliances, Managing an Acquisition, Divestitures, Ownership Restructuring, Privatization, Dynamics of Restructuring, Buy Back of Shares, Leveraged Buy-outs (LBOs), Divestiture, Demergers

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