

Uka Tarsadia University



B.B.A.

Strategic Financial Management (030030609)

6th Semester

Effective from January-2014

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Strategic Financial Management (030030609)

BBA (Sem.-6) Syllabus, effective from January -2014

Course Objective and Outcome: To learn and understand the application of financial management techniques with strategic management concepts in order to be proactive managers.

Total Hours: 52

[4 hrs. per week]

Unit-1 Strategic Financial Management and Financial Planning

[Weightage 25%]

- 1.1. Introduction and Meaning of Strategic Financial Management
- 1.2. Definition and Characteristics of Strategic Financial Management
- 1.3. Scope of Strategic Financial Management
- 1.4. Importance of Strategic Financial Management
- 1.5. Success Factors and Strategic Financial Management
- 1.6. Constraints to Strategic Financial Management
- 1.7. Meaning and Definition of Financial Planning
- 1.8. Objectives and Characteristics of Financial Planning
- 1.9. Process of Financial Planning
- 1.10. Limitations of Financial Planning

Unit-2 Investment Decision under Risk and Uncertainty

[Weightage 25%]

- 2.1. Meaning and Definition of Risk and Uncertainty
- 2.2. Types of Risk: Systematic Risk and Unsystematic Risk
- 2.3. Type of Uncertainty
- 2.4. Sources of Uncertainty
- 2.5. Types of investment Decisions
- 2.6. Techniques of Investment Decisions: Risk Adjusted Discount Rate, Certainty Equivalent, Sensitive Analysis, Simulation Analysis and Decision Tree Analysis

Unit-3 Merger and Acquisition

[Weightage 25%]

- 3.1. Meaning, Definition and Characteristics of Merger
- 3.2. Reasons and Objectives behind Merger
- 3.3. Types of Merger
- 3.4. Payment Option Available for Merger

- 3.5. Valuation of Firms involved in a Merger
- 3.6. Steps involved in a Merger Transaction in India
- 3.7. Role of Investment Bankers
- 3.8. Reverse Merger: Introduction and Constraints
- 3.9. Meaning, Definition and Characteristics of Acquisition
- 3.10. Advantages of Acquisition
- 3.11. Motives of a Target Company During an Acquisition
- 3.12. Constraints to Acquisitions for Acquiring and Acquired Company
- 3.13. Mantras for Successful Acquisitions

Unit-4 Foreign Exchange Management

[Weightage 25%]

- 4.1. Meaning: Home Currency, Foreign Currency and Exchange Rate
- 4.2. Quoting in the Forex Market: Direct Quote and Indirect Quote
- 4.3. Bid Price and Ask Price (Spread)
- 4.4. Cross Currency Quote
- 4.5. Factors Affecting the Exchange Rate
- 4.6. Interest Rate Parity (IRP): Theory and Limitations
- 4.7. Purchasing Power Parity (PPP): Theory, Calculation and Limitations
- 4.8. International Fisher Effect
- 4.9. Risk in Foreign Exchange Transaction
- 4.10. Hedging Tools

Text Book:

- 1. Rajani Soft and Preeti Hiro. "*Strategic Financial Management*". New Delhi: PHI Learning Private Limited.
- 2. Dr. Meena Goyal. "*Strategic Financial Management*". New Delhi: Biztantra.