

# Basics of Financial Management

DR. DHARMENDRA SINGH

*ASSISTANT PROFESSOR,*

*MATS SCHOOL OF BUSINESS STUDIES,*

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# What is Financial Management ?

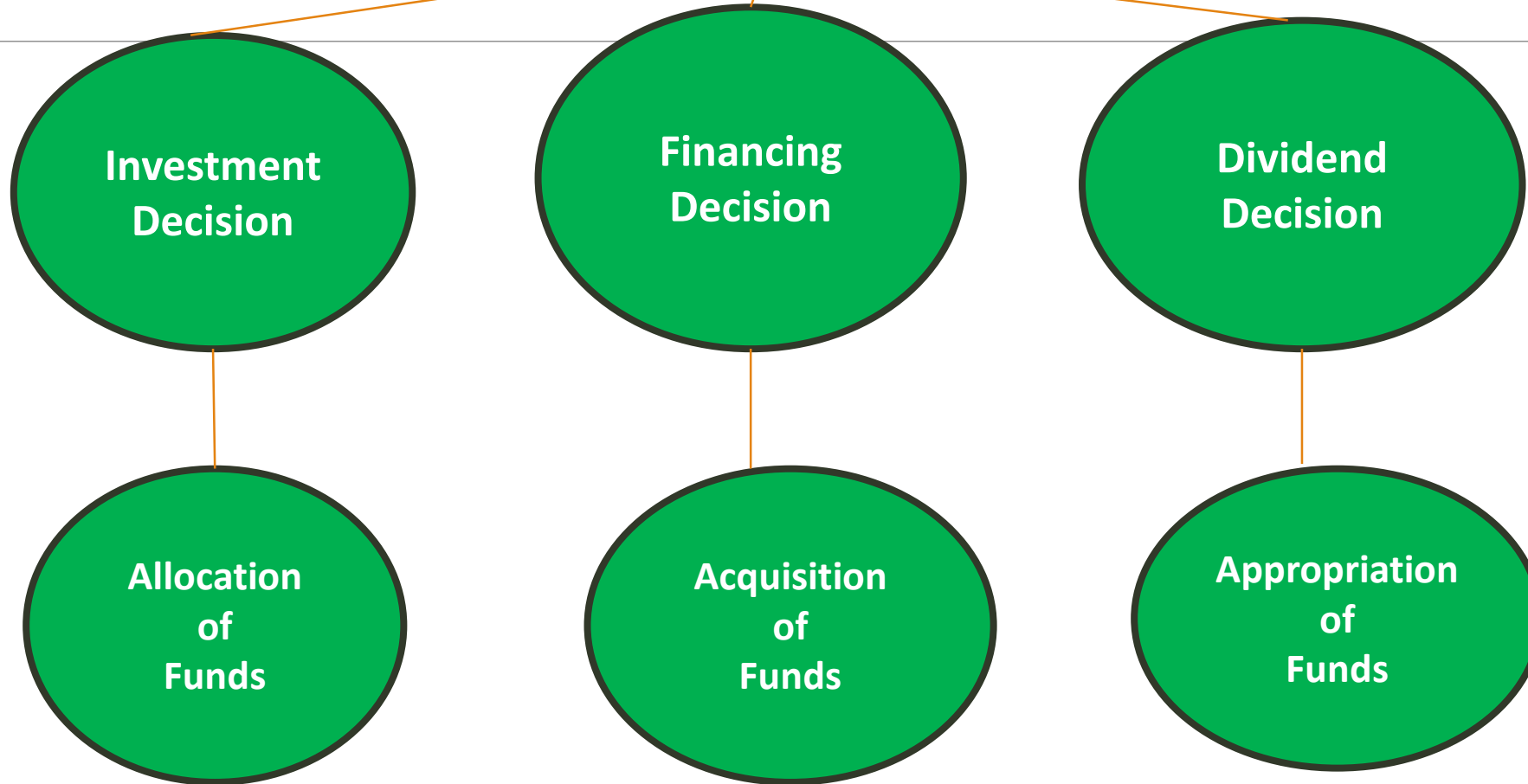
**Finance**

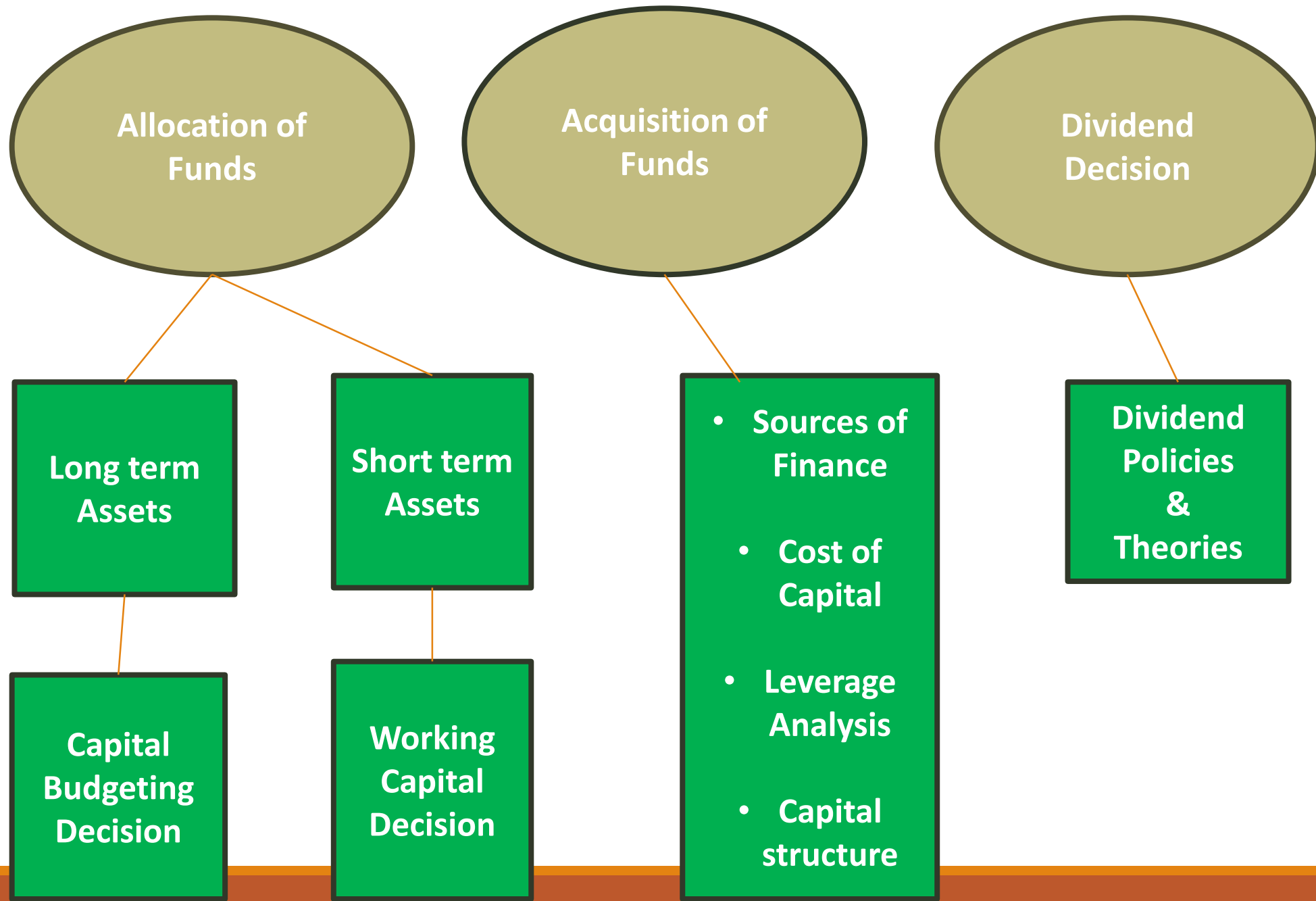
**Management**

**Firm Financial  
Resources**

**Planning  
&  
Control**

# Financial Decision





Allocation of Funds

Acquisition of Funds

Dividend Decision

Long term Assets

Short term Assets

Capital Budgeting Decision

Working Capital Decision

- Sources of Finance
- Cost of Capital
- Leverage Analysis
- Capital structure

Dividend Policies & Theories

# Functions of Financial Management

➤ **Determining The Financial Needs**

➤ **Financing Decision**

➤ **Investment Decision**

➤ **Working Capital Decision**

➤ **Dividend Policy Decision**

➤ **Financial Control**

# Objectives or Goals of Financial Management

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graph TD; A[Objectives or Goals of Financial Management] --> B[Profit Maximisation]; A --> C[Wealth Maximisation];
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**Profit Maximisation**

**Wealth Maximisation**

Thank  
you

