



INVESTMENT DECISIONS



INTRODUCTION/23BAT611-FINANCIALMANAGEMENT/MRS.D.DEEPA/SNSB-SPINE





Investment Decision

• The investment decision is concerned with the selection of assets in which funds will be invested by a firm.





Where to invest the MONEY?

The investment of funds has to be made after CAREFUL ASSSESSMENT of various projects

through

CAPITAL BUDGETING





Example

PROJECT A Rs.50,00,000

PROJECT B Rs.90,00,000

PROJECT C Rs.40,00,000

YOU Rs.90,00,000

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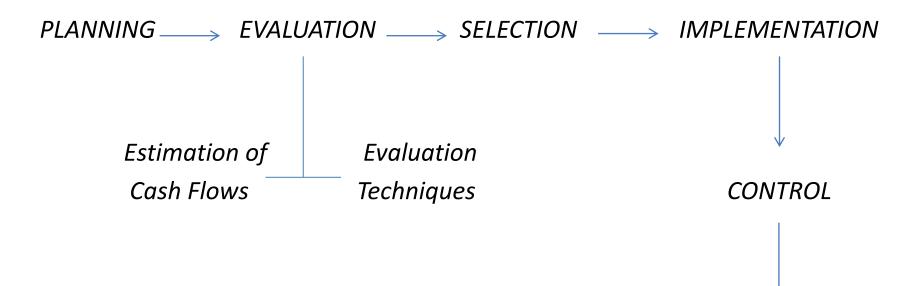




• Capital Budgeting refers to the process of making decision regarding capital investment in fixed assets such as machinery, land, building etc.,







REVIEW