



SNS College of Technology

Coimbatore - 35



23BAT611 – Financial Management

Introduction to Financial Management



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1st Indian Institution to Implement Design Thinking Curriculum
Redesigning Common Mind and Business Towards Excellence



Recall



Functions of Financial Management



Topic





Lets Focus on



Role of Financial Managers





Role of Financial Managers

Financial Decisions and Control

Financial Planning

Capital Management

Allocation and Utilization of Financial Resources





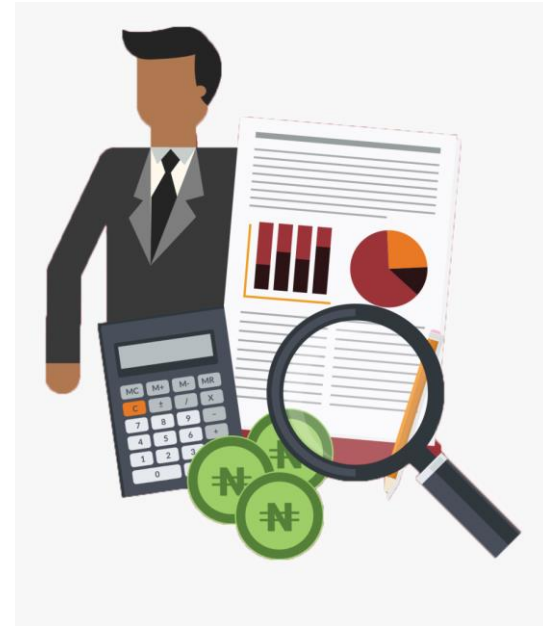
Role of Financial Managers

Cash flow management

Disposal of surplus

Financial reporting

Risk Management





Financial Decisions and control



Financial management and financial managers play a crucial role in making financial decisions and exercising control over finances in the organization. They make use of techniques like ratio analysis, financial forecasting, profit and loss analysis, etc.



Financial planning

The finance managers are responsible for the planning of financial activities and resources in the organization.





Capital Management



It is the responsibility of financial management to estimate the capital requirements of the organization from time to time.



Activity





Allocation and Utilization of Financial Resources

Financial resources of the organizations are used and invested effectively and efficiently so that the organization is profitable, sustainable and viable in the long-run.





Cash flow management



It is extremely important for organizations to have sufficient working capital and cash flow to meet their operational expenses and emergencies.

Financial management tracks account payable and receivable to ensure there is sufficient cash flow available at all times.



Disposal of surplus



The decisions on how the surplus or profits of the organizations is utilized is taken by the financial managers of the organizations.



Financial Reporting



Financial management maintains all necessary reports related to the finance of the organization and uses this as the database for forecasting and planning financial activities.



Risk Management



Sound financial management prepares the organization to forecast risks, put in place mitigation plans as well as to meet unforeseen risks and emergencies effectively.



Summary



➤ **Role of Financial Managers**

SUMMARY





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