

Introduction to Financial Management

Learning Outcomes

After completing this module, students will be able to:

1. Differentiate financial management from investments and portfolio management.
2. Define the role of the chief financial officer in an organization.
3. Describe the major professional designations in the finance discipline.
4. Explain why share price maximization is the primary goal of an organization.
5. Discuss how agency costs prevent organizations from maximizing their share price, and the actions companies and governments can take to prevent this from occurring.
6. Describe the sources of guidelines and regulations relating to corporate governance, executive compensation, and financial reporting available from government agencies and non-profit organizations.
7. Demonstrate the impact that personal and corporate income taxes have on business decision making.

Introduction

Financial management deals with how companies ranging from small start-ups to major corporations effectively manage their operating and fixed assets and fund them with an optimal mixture of temporary and permanent debt and equity financing. The goal of an organization's chief financial officer and its controller and treasury manager is to maximize the market value of the firm's shares and minimize the agency costs that occur when the managers hired to run the business do not work in the shareholders' best interests. Improvements in corporate governance, executive compensation, and financial reporting in the last 20 years have significantly reduced agency costs and helped promote economic efficiency.

All business degree students typically take an introductory financial management course in the second or third year of their programs. For students who decide to pursue a finance major, this course is followed by an advanced financial management course as well as specialized courses in international finance, risk management, business valuations and restructuring, and financial statement analysis. After graduation, most finance students pursue an advanced degree in finance or a professional designation such as the Chartered Financial Analyst, Certified Financial Planner, or Chartered Professional Accountant programs to further their careers.

1.1 | Finance Discipline

The finance discipline is divided into two main areas: 1) financial management, also

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