

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: III
Syllabus with Effect from: June-2010

Paper Code: PM03EMEB02	Total Credit: 4
Title Of Paper: Strategic Financial Management	

Unit	Description in Detail	Weightage (%)
I	<p>Financial Policy and Corporate Strategy Strategic decision making framework - Interface of Financial Policy and strategic management - Balancing financial goals vis-à-vis sustainable growth.</p> <p>Financial Planning and Strategy Strategic Decision-Making and Planning – Strategic Financial Planning – Financial Planning – Planning for Sustainable Growth</p>	25%
II	<p>Investment Decisions: Nature of Risk – Statistical techniques for risk analysis – Probability – Expected Net Present Value – Standard Deviation – Coefficient of Variation – Conventional Techniques of Risk Analysis – Payback – Risk-adjusted discount rate – Certainty equivalent – RADR vs CE – Sensitivity analysis – DCF Break-even Analysis – Scenario Analysis – Simulation Analysis – Decision Tree Analysis – Utility Theory and Capital budgeting – Financial evaluation of E-Commerce – An executive perspective on why E-Commerce Counts – Measuring a Successful E-Commerce Project – How the stock market assigns value to intangible assets – An approach to E-Commerce Financial Evaluation</p>	25%
III	<p>Cost of Capital and Capital Structure Calculation of the cost of capital in Practice : Case of Larsen & Toubro Ltd – Cash Management – Capital Structure Planning and Policy – Elements of Capital Structure – Framework for Capital Structure – Approaches to establish target capital structure – Practical considerations in determining capital structure – Manager’s Attitude towards debt – Capital structure Analysis of L & T Ltd</p>	25%
IV	<p>Corporate Restructuring, Mergers and Acquisitions Corporate Restructuring and Business Combination – Types – Mergers & Acquisition in India – Motives and Benefits – Value creation Through Mergers & Acquisition – Financing a Merger – Merger Negotiations- Significance of P/E Ratio and EPS Analysis – Tender Offer and Hostile Takeover – Corporate strategy and Acquisitions – Leveraged Buyouts</p>	25%

Basic Text & Reference Books:-

- Financial Management, I M Pandey, Vikas Publications

