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- Financial management involves making decisions about alternative sources and uses of funds, with the goal of maximising a company's value
- Financial managers:
- develop and implement a firm's financial plan
- monitor a firm's cash flow and decide how to create or use excess funds
- budget for current and future expenditures and for capital investments
- raise capital to finance the enterprise for future growth
- · interact with banks and capital markets

Lecture 9 - Financial Management and Financial Accounting













































































































































































































