

# CHAPTER-1

The discipline and study of money, currencies, and capital assets is known as finance. Economics is the study of the production, distribution, and consumption of products and services. It is connected to but separate from economics. The two disciplines are connected by the field of financial economics. The field can be separated into three categories: personal, corporate, and public finance. This is based on the range of financial activity in financial systems.[A]

Financial instruments, such as currencies, loans, bonds, shares, stocks, options, futures, etc., are purchased, sold, or traded as assets within a financial system. Moreover, assets can be invested in, banked, and insured to increase value and reduce loss. In actuality, risks are inherent to all financial transactions and companies. Because finance is such a big area, there are many different subfields within it. The goals of asset, money, risk, and investment management are to reduce volatility and maximize value. The evaluation of an action's viability, stability, and profitability is known as financial analysis. Certain financial theories can be tested by the scientific method; this is known as experimental finance.

Financial engineering, financial technology, financial economics, financial law, and mathematical finance are a few examples of transdisciplinary topics. These domains form the basis of accounting and business. The early history of money is prehistoric, just like the early history of banking. Banking, trading, and accounting are examples of fundamental financial operations that were integrated into the economies of ancient and medieval societies. The formation of the global finance.

Midway through the 20th century, finance became recognized as a separate academic field from economics.[1] (The Journal of Finance, the first scholarly journal, started publishing in 1946.) In the 1960s and 1970s, the first doctoral programs in finance were founded.[2] These days, many undergraduate and graduate programs with a career concentration study finance.[3][4]. The monetary structure,

A 1913 share certificate from the Radium Hill Company

The floor of the New York Stock Exchange in 1960, prior to the use of computer screens and electronic readouts

Corn futures market on the Chicago Board of Trade, 1993. An organization whose income above its expenses can often lend the excess or invest it with the goal of making a reasonable profit.



## CHAPTER-2

### Develop a brand strategy:

Begin by delineating a distinct and coherent brand strategy that will influence every touchpoint on your website, ranging from the overarching goal to the directing aesthetics and voice. As you pursue the following, all of these ought to become evident

Determine the market that you want to reach: Who do they represent? Which demographic categories do they fall under? What hobbies do they have? What self-perception does your target audience have? What impact will your company or website have on their lives?

Do some market research to learn about your competitors' strategies, as well as their advantages and disadvantages, and to determine how you might carve out a niche for yourself in the industry.

Describe the identity of your brand: In just three words, how would you characterize your brand? What kind of vision drives your brand? Consider the personality of your brand and take out certain elements such as colors, language, and style.

Prepare consistent branding material: Now it's time to get practical and prepare the materials that will soon be featured on your site and across your other branding assets. Make sure to create your own logo, as well as images, slogans, videos, textual content and more. These elements should all correspond to your brand identity and serve your branding strategy.

### Give website usability first priority:

Potential customers must be drawn to your website, but you also need to offer a satisfying user experience if you want them to stay on it. You won't get very far with a gorgeous website that doesn't work properly. Keep these things in mind when you design a professional website:

Navigation flow: Make sure the website structure is understandable and straightforward for the best possible navigation. Users should find it simple to use the internal links or main menu to move between pages and subpages.

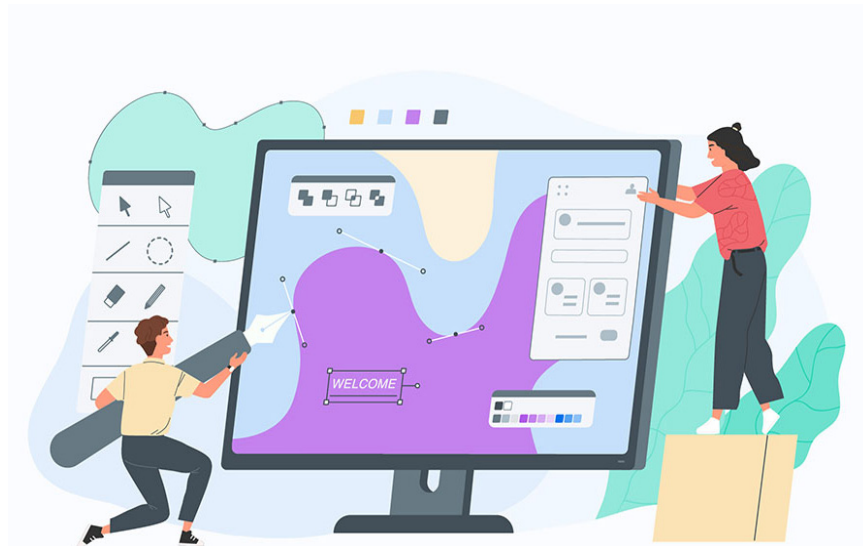
Content hierarchy: Since hierarchy is one of the seven design principles, you should focus particularly on it. Your goal is to lead users around your website in the sequence that most interests you. Make sure the most important layout components are the most noticeable while planning a website. Use size, color, and page location to highlight the most significant parts in your design to reflect this hierarchy. For instance, make sure your "Subscribe" button is prominently displayed on the website if you want them to sign up for your service. This landing page, which walks users through the process of creating a blog using a blog builder, is an excellent example of content hierarchy done correctly, complete with big headings and striking buttons. Calls-to-action (CTAs): These are the succinct statements that ask website visitors to act immediately. Visitors may be urged to "Subscribe," "Get Yours Today," or "Register Free." Put simply, they make it simple for visitors to trust what will happen after clicking a button by clearly stating what you want them to do.

Readability: A fundamental typographic principle is readability. Use readable fonts in sizes that are easy for you to read, make sure the colors of your text and background complement each other, and leave enough whitespace (empty space) around your written material. For additional information on how to



make a website accessible, see our guide.

Footer: The portion of your website that is at the bottom (the header is at the top) is called the footer. Although footers are not always visible to website users,



there are several ways to improve usability with them. Take into consideration inserting buttons pointing to your privacy statement and social media accounts in the bottom, along with your contact details. A site disclaimer text or a condensed site map with links to every page could also be shown, along with a synopsis of your company.

## Enhance for search engines

Getting your website to appear high up in search results is one of the best methods to get more visitors. For this reason, when building your business website, search engine optimization (SEO) should be given top priority. SEO is a fundamental component of web marketing and a science unto itself. Its essential components are:

When conducting keyword research, try to imagine yourself as a prospective customer or site visitor. What are some potential Google searches that people might do to find your website? Your SEO strategy will be determined by the terms they used in their search inquiries. You'll be able to determine which keywords you should target by using keyword research tools. Selecting a domain name that is relevant and searchable can also benefit from this.

**Text:** You should write every text on your website, including the menu, FAQ page, blog, footer, and bio section, with search engine optimization in mind. Finding tasteful and understated ways to include your keywords into your site's textual content without sacrificing quality is the fundamental principle behind the different SEO strategies available to improve your website. Because search engine crawlers are intelligent, they may rank you lower if they perceive you to sound too much like an advertisement.

**Meta tags:** Your metadata is read by search engines like Google. You have complete control over what they view and how your site appears in search results. To optimize your content and aid search engines in comprehending the substance of your pages, it is well worth the time to add custom meta tags to your website.

**Alt text:** Images also play a prominent role in your SEO efforts. Every image that you upload to your website should have alt text (short for alternative text) added to it.

Alt text is a very short line that explains to search engines what the image depicts. In turn, this allows your images to be 'found' in search results, which is why it's important to write SEO friendly alt text for all your images.

**Link building:** Broadly put, your ranking on search engine results is likely to improve if you have other websites linking to your site. You can start by submitting your professional website to directories, making sure that all your social media profiles link to your site, and encouraging site visitors to share your content as well.

Keep in mind that SEO is a long-term process that does not end once your website launches. You will need to continue to refine it as you go along in order to achieve sustainable results.

## CHAPTER-4

### Crucial Elements of Financial Policies

The financial policy's objective is to outline and record the manner in which the board desires that financial management operations be conducted. Every financial policy must target these five areas in order to achieve this goal:

Assignment of authority for necessary and regular financial actions and decisions, which may include delegation of some authority to staff leaders

Policy statement on conflicts of interest or insider transactions

Clear authority to spend funds, including approval, check signing, and payroll

Clear assignment of authority to enter into contracts

Clear responsibility for maintaining accurate financial records

Developing and Approving a Financial Policy

This brief and straightforward example financial policy aims to cover some of the fundamental components of a sound policy. Certain charitable organizations create policies that are more thorough and specific, including additional information and defining roles. Making and implementing a policy that satisfies the requirements of your organization is the most crucial step.

To ensure that the policy is as beneficial as possible, you can take the following helpful actions:

Talk about the need for policies with your executive committee, finance committee, and treasurer.

Make a haphazard risk assessment.

Create the financial policy, then have staff and board leadership evaluate and discuss it.

Bring to the board for approval.

Educate employees about policy

Examine at least every two years

## Things to Take Into Account Before Using a Policy Template

To help you get started, we provide an example of a very basic financial strategy; nevertheless, bear in mind that no example will precisely match your firm. Never implement a policy without carefully examining and taking into account the risks involved as well as your organization's operations and structure.

### Family Advocacy Network (FAN) Financial and Control Policies: An Example of a Nonprofit Financial Policy

In order to carry out the objective of the organization as effectively and efficiently as possible and to maintain accountability to all stakeholders—including clients, partners, funders, workers, and the community—financial management is essential to all FAN operations. FAN pledges to supply accurate and comprehensive financial data for the Board of Directors and the Executive Director's use both internally and externally in order to achieve this.

#### Power

The ultimate decision-making authority for all activities' financial management is the Board of Directors. When action is needed prior to a Board of Directors meeting, the Treasurer is permitted to act on behalf of the Board in financial matters.

The day-to-day financial management of the organization falls under the purview of the Executive Director. The Board gives the Executive Director permission to manage independent consultants and employees, pay invoices, accept payments, and keep bank accounts. The day-to-day financial management of the organization falls under the purview of the Executive Director. The Board gives the Executive Director permission to manage independent consultants and employees, pay invoices, accept payments, and keep bank accounts.

The Executive Director may sign checks for a maximum of \$2,500. The Treasurer or Board Chair's signature is required on checks totaling more than \$2,000. Contracts for actions approved by the Board as part of plans or budgets may be signed by the Executive Director. All contracts over \$15,000. In addition, the Board of Directors must approve any contracts that fall outside of these guidelines.



The Executive Director is empowered to oversee spending within the overall approved budget and to report any deviations, along with an explanation, to the Finance Committee.

Any use of the cash reserve money authorized by the board of directors requires approval from the board.

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The Executive Director shall:

Account for donor restricted and board designated funds separately from general operating funds, and clearly define the restrictions applicable to these funds. Report the financial results of FAN operations according to the schedule established by the Finance Committee, but at least quarterly.

Pay all obligations and file required reports in a timely manner.

Make no contractual commitment for bank loans, corporate credit cards, or for real estate leases or purchases without specific approval of the Board.

Record fixed assets with purchase prices greater than \$500 as capital assets in accounting records.

Depreciation of capital assets will not exceed five years for furniture and equipment or three years for computer and other technology equipment.

Limit vendor credit accounts to prudent and necessary levels.

Obtain competitive bids for items or services costing in excess of \$5,000 per unit. Selection will be based on cost, service, and other elements of the contract. FAN may award the bid to any provider and is not required to accept the lowest cost proposal.

The Board of Directors shall:

Review financial reports at each board meeting.

Provide adequate training to members to enable each member to fulfill his or her financial oversight role.

## Asset Protection

To guarantee that FAN's assets are suitably safeguarded and upheld, the Executive Director will:

Insure to the levels specified after consulting with appropriate expert resources against theft, casualty losses to the organization, and liability losses to the Board, employees, or the organization itself.

Arrange and execute appropriate safeguarding and upkeep of assets, structures, and machinery.

Steer clear of any activities that could leave the company, its board, or its employees vulnerable to liability claims.

Defend data, files, and intellectual property from loss, serious harm, alteration, and illegal access.

Receive, process, and distribute money while enforcing enough restrictions to preserve a rudimentary division of labor to safeguard bank accounts, income statements, and payments.

## SPECIAL MENTIONS:

CEO of my finance company

KIANA VERMA

The person who prayed for me and my business from the bottom of her heart

SUREKHA SHARMA

Greatest Motivator of all times

GARIMA VERMA

Person who gave me the idea of writing a book

REENA VERMA