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EBBA14.3

Financial management

Introduction to corporate finance 1

Chapter 1

- 1. The financial manager**
- 2. Financial management decisions**

The process of planning and managing a firm's long term investment is called **capital budgeting**.

A firm's **capital structure** (or financial structure) is the specific mixture of long-term debt and equity the firm uses to finance its operations.

The term **working capital** refers to a firm's short-term assets, such as inventory, and its short-term liabilities such as money owed to suppliers. **Concept Questions**

1.1a What is the capital budgeting decision?

The financial manager tries to identify investment opportunities that are worth more to the firm than they cost to acquire. Loosely speaking, this means that the value of the cash flow generated by an asset exceeds the cost of that asset. The types of investment opportunities that would typically be considered depend in part on the nature of the firm's business.

For example, for a large retailer such as wal-mart, deciding whether to open another store would be an important capital budgeting decision.

1.1b What do you call the specific mixture of long-term debt and equity that a firm chooses to use?

A firm's capital structure (or financial structure) is the specific mixture of long-term debt and equity the firm uses to finance its operations.

1.1c Into what category of financial management does cash management fall?

Working capital management. Because working capital management involves managing a firm's **short-term assets and liabilities**—and **cash** is a key short-term asset. Effective cash management ensures that a firm has enough liquidity to meet day-to-day operational expenses and avoid unnecessary borrowing.

1.2 forms of business organization

A **sole proprietorship** is a business owned by one person. This is the simplest type of business to start and is the least regulated form of organization.

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Minjie Lin



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