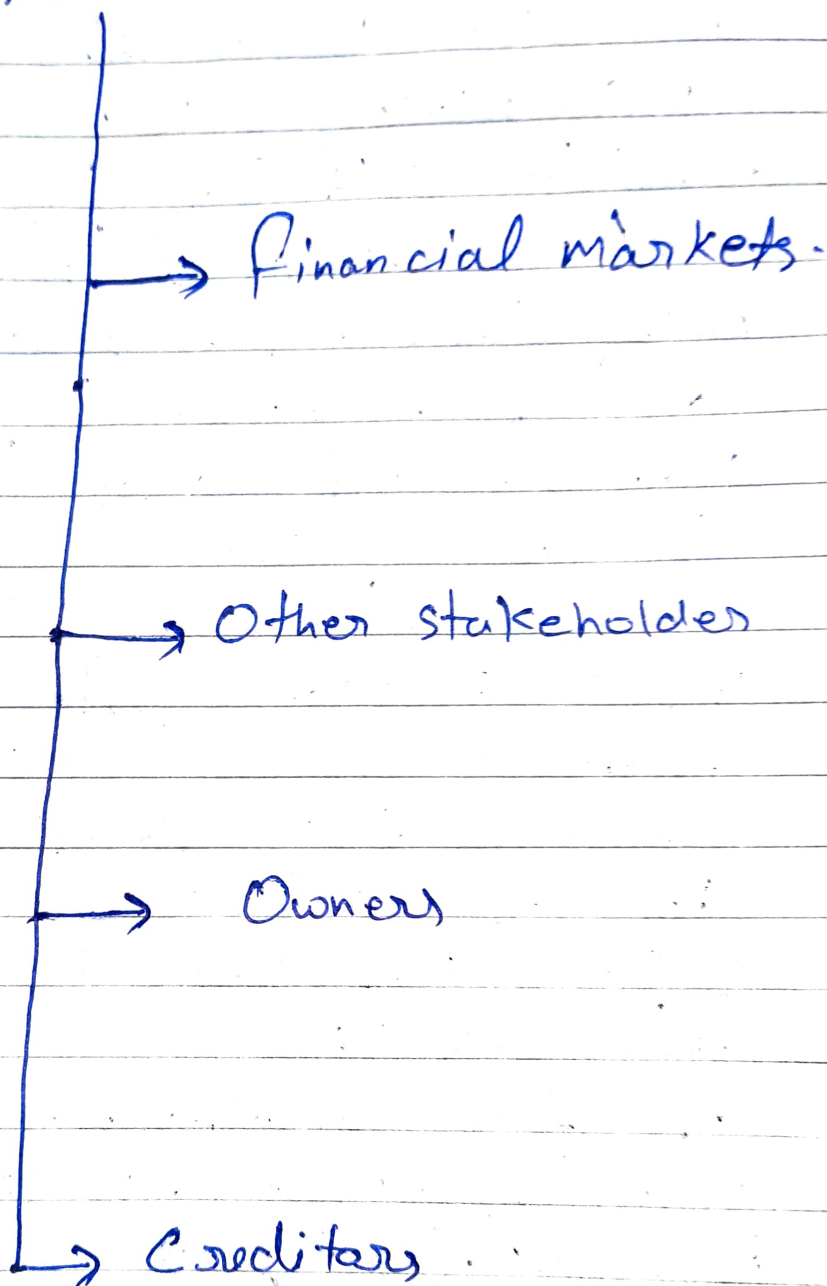


Section A.

Financial management :- means planning organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise. it means applying general management principles of financial resources of the enterprise.

In simple term objective of financial management is to maximize the value of firm however it is much more complex than that. the management is to maximize the value of firm involves many stakeholders including owners, creditors, and various participants in the financial market. The same is shown in below diagram.

MANAGEMENT OF THE FIRM



Effective procurement and efficient use of financial lead to proper utilization of the finance by the business concern. It is the essential part of the firm's

Hence, the financial managers must determine the basic objectives of the financial management.