

COURSE TITLE	TECHNIQUES OF FINANCIAL MANAGEMENT IN SERVICE INDUSTRIES
COURSE CODE	04AH0404
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyse of financial concepts, principles, and tools specific to service industries
- 2 Ability to apply financial management tools (such as budgeting, cost analysis, and financial decision-making) to real-world scenarios in the service sector.
- 3 Evaluate the ethical and legal frameworks impacting financial management in service organizations.
- 4 Development of analytical skills, critical thinking for financial decision-making, and strategic planning.
- 5 Processing investment appraisal techniques (NPV, IRR, Payback Period) for service sector investments.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Financial Management Understanding the service industry , Financial challenges in service businesses, Budgeting techniques for service companies, Financial forecasting in services , Cost control strategies in services	15
2	Capital Budgeting and Investment Analysis Investment decisions in services, Financing Options for Service Businesses, Risk analysis in service investments	15
3	Revenue Management and Pricing Strategies Revenue models and Pricing techniques in services, Demand forecasting and Yield , Analysis of break-even and profitability in service businesses , Performance in finance service platform	15
4	Working Capital and Financial Risk Management Cash flow management, Accounts receivable and payable management, Inventory management in services, Types of financial risks in the service industry, Managing financial volatility in service firms	15
Total Hours		60

Textbook :

- 1 Principles of Corporate Finance, Richard A. Brealey, McGraw-Hill Education, 2022
- 2 Financial Management and Analysis, David M. Geltner, Pearson, 2021
- 3 Financial Services Management, Dr. K. Natarajan and Prof. E. Gordon, Himalaya Publishing House, 2017

References:

- 1 Financial Management: Theory and Practice, Financial Management: Theory and Practice, S.N. Maheshwari, Sultan Chand & Sons, 2023
- 2 Financial Management Practices in India, Financial Management Practices in India, Sandeep Goel, Routledge India, 2022

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Project Based Learning, Case Based Learning, Flipped Classroom , Collaboration Learning