

CA Sri Lanka
Post Graduate Diploma in Business Finance and Strategy
Handout four
Session 4

Learning Outcome:

1. Understand the basic structure of an academic essay
2. Write a cohesive academic essay

Activity one

Read the sample academic essay and underline the Topic and Thesis statements

Activity two

Now underline the Main idea sentence of the body paragraphs

Managerial Finance

As a branch of finance, managerial finance is concerned with assessing financial techniques used in organizations and public institutions in an effort to determine how they affect both internal and external business processes. In essence, managerial finance mix managerial and elementary corporate financial aspects to better organizations' operations minimize losses and implement change. As opposed to the technical financial approach, managerial finance seeks to analyze available financial information or data and then derive their inherent meaning in regard to the long term survival of a business. This paper seeks to explicate the role of managerial finance and their implication to the survival of contemporary business enterprises.

Financial statements are instrumental to internal users in that it helps them to make key business decisions. Such users include business owners, employees, managers and other stakeholders with a direct interest in an organization. Performing financial analyses on such statements helps such parties to gain an in depth understanding on their implications to internal decision making processes. On the other hand, external users require financial analysis to make decisions

regarding their investments in a given organization. These include the government, banks and other financial partners as well as potential investors.

Following the above discussion, governments will always ask for financial statements to evaluate or ascertain how an organization complies with taxation rules and regulations whereas financial institutions will require this information to assess the credibility of an organization in regard to lending. According to Ulrike (2010) it is important to note here that the importance and size of managerial finance role differs across organizations and is dependent on the size and operations of such of organizations. Typically, the finance function of progresses as an organization grows and often leads to the formation of a new department.

In conclusion, managerial finance seeks to analyses financial statements with the aim of equipping stakeholders with the necessary decision making information. Through a financial manager led department, managerial finance seeks to position an organization in line with current financial performance as well as the long term goals of an organization. As such, financial managers are required to be conversant with existing economic framework and how changes to it may affect the performance of their company. Further, they must be able to integrate economic theory with the technical aspects of finance in order to effectively offer ultimate analyses to interested party and direct business operations for the overall benefit of the company.

Learning outcome:

1. Understand the function of the concluding paragraph

Activity three

Read the concluding paragraph of the above essay and underline the concluding sentence or the summarizing sentence

Activity four

Select one of the following topics and write an academic essay with an introduction, one body paragraph and a conclusion

- a. How can we narrow the gap between the skills required by industry and those currently available in college graduates?

- b. Performance-based pay: Should the minimum wage be abolished?
- c. E-commerce and its pros and cons

Referencing and citing

WHAT ARE THE TYPES OF TEXTS WE READ TO GET INFORMATION TO COMPLETE A RESEARCH OR PROJECT?

Online research papers, conference papers, reports, web articles, books, book sections, journals, interviews, presentations, speeches etc.

1. What is **referencing**?

A standardized method in formatting and presenting your sources used for a project, assignment or a research paper

2. What are the two main globally accepted **referencing styles**?

Harvard and APA (American Psychological Association)

3. Why should we have a **list of references**?

It helps you to acknowledge your sources, maintain academic integrity and gives credibility to your writing

4. What are **citations**?

This is the precise form of reference

Look at the following example

Assignment

Write a concise essay commenting on the basic factors that contribute to the development of an organization

Important: You must include a list of references

A recent study investigated the effectiveness of using Google Scholar to find medical Research (**Henderson, 2005**) → **citation**

Or

Henderson (2005) has investigated the effectiveness of Google Scholar in finding medical research.

Paraphrasing

This refers to the practice of using your own words to express someone else's definition, interpretation or idea

E.g.

Original definition

'Pollution is the process of contaminating natural resources and degrading the standards of land, water and air

Paraphrase

When natural resources are defiled, land, water and air are subjected to corruption. This is known as pollution.

E.g.

Original definition

'Leadership is the skill of maintaining team spirit, efficiency and coordination among members of a group in order to produce successful results'

Paraphrase

The skill that enables members of a team to be efficacious, vigilant and dexterous can be defined as leadership.

Now paraphrase the following

1. 'Learning is a lifelong process that enables an individual to develop his/hers standards in life'
2. 'Intellectual property law is the act that prevents an individual from verbatim (copying) another individual's idea, definition, theory, invention or discovery'

Use suitable cohesive devices

Companies typically do two things to achieve better results. they implement a good process. managers can learn to become better business executives. They can learn the process of decision making and learn how to be better at execution and build their business via the knowledge experience and informed intuition that is inherent in decision making and execution. practical experience in a similar capacity is a must to take the correct decisions.

