

Managing finance

By Kum Kum Tandon

Finance has evolved from the simple statutory function of reconciliation of figures, to a gamut of financial activities.

Financial operations and services offer a variety of opportunities to specialists in finance.

- **Corporate finance:** Finance managers are required to plan and control the flow of funds within and outside of the organisation. Delinking of the accounts and finance functions have added significantly to the responsibilities of the finance department.

- **Project finance:** With diversification of business operations investment analysis has to be made. The viability and success of a project depends upon sourcing of funds, issue management and viable project investments. Financial managers plan, coordinate and manage the financial operation.

- **Merchant banking:** Merchant bankers manage some of the following financial functions: New issues, credit syndication, government consent, accept fixed deposits from companies and manage portfolios. They also assess, source funds and promote projects.

- **Equity analyst:** Equity research and analysis used for guiding investment decisions is a growing area. Institutional interest in the use of scientific techniques of equity research for objective assessment of investment plans has given this function and impetus. The job entails financial statement analysis, cash flow, estimates of supply and demand and also profit predictions.

- **Portfolio management:** Portfolio management entails understanding the securities market, portfolio selection, economic, industrial and company analysis and measuring earnings, forecasting earnings, bond analysis and strategies, portfolio selection and performance evaluation, investment management, etc.

- **Treasury management:** Treasury and foreign exchange functions have assumed importance with the increase in flow of for-

ign exchange from foreign markets into India, as a result of economic liberalisation and international trade. The treasury profit centres depend upon financial forecasting, financial management and assessment of cost of currency funds, national and international. Banks, corporates and financial institutions offer job opportunities.

The MBA programme offered by the Indian Institutes of Management (IIMs) offers courses for specialisation in finance.

- **Master's in Finance Control (MFC)** of the University of Delhi is a course which trains students in financial planning and analysis with updated skills for the rapidly changing business scene. Graduates/postgraduates from arts, humanities, commerce, management, social sciences, sciences, mathematics, engineering, agriculture, law, pharmacy and medicine, with 50 per cent aggregate marks, can apply. Aligarh Muslim University, and Himachal University, Shimla, also offer MFC.

- **The Indian School of Finance and Management, New Delhi-62,** is the New Delhi Training Centre of the School of Finance and Management (London), associate college of the University of Lincolnshire and Humberside (UK).

- **The Administrative Staff College of India (ASCI), Hyderabad, Manchester Business School and School of Accounting, Banking and Economics of the University of Wales, Bangor,** in partnership offer MBA in finance through distance education.

- **The Institute of Chartered Financial Analysts (ICFAI), Hyderabad,** offers a post-graduate diploma in treasury and forex management.

- **Indian Institutes of Management and Institute for Integrated Learning in Management** offer portfolio management as an elective subject in the final year of MBA.

- **The Indian Institute of Finance, PB 8486, New Delhi-52,** offers a two-year postgraduate correspondence course in business finance.

(The writer is Career Counsellor & Author "Career Options After 10+2 and Beyond" & "Study Abroad")