



## Online PGDM

Second Year, Trimester V, Sep 2024

Course Name : Strategic Corporate Finance

Max Marks : 70

Course Code : 5104

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### Final Project

**Objective:** This project aims to integrate the various concepts of strategic corporate finance covered in the course. Students will analyze a real-life company, evaluate its financial strategy, and develop recommendations for enhancing its strategic financial management. The project will involve financial analysis, strategic planning, and ethical considerations, providing a holistic understanding of strategic corporate finance.

#### Project Components

##### 1) Company Selection and Introduction

- **Task:**
  - Select a publicly traded company (BSE-500).
  - Provide a brief introduction to the company, including its history, industry, and key financial metrics.
- **Deliverable:** Company introduction report (2-3 pages).

##### 2) Strategic Corporate Finance Analysis

- **Task:**
  - Analyze the company's overall strategy and the role of the strategist.
  - Investigate the company's growth strategies and their financial implications.
- **Deliverable:** Strategic analysis report (3-4 pages).

##### 3) Value Chain and Investment Analysis

- **Task:**
  - Conduct a value chain analysis of the company.
  - Analyze investment decisions related to different strategic business units.
  - Apply cost-benefit analysis, life cycle costing, and activity-based costing.
  - Evaluate the company's economic value added (EVA) and owner's value added.
- **Deliverable:** Value chain and investment analysis report (3-4 pages).

#### 4) Cost of Capital and Funding Sources

- **Task:**
  - Find the company's cost of capital, including the cost of borrowed funds and cost of equity based on market research/data.
  - Analyze the strategic uses of the cost of capital and the major sources of funds for the company.
- **Deliverable:** Cost of capital and funding analysis report (3-4 pages).

#### 5) Strategic Financial Planning

- **Task:**
  - Develop a strategic financial plan for the company, including financial forecasts and control processes.
  - Apply Porter's 5 Forces to analyze the competitive environment.
- **Deliverable:** Strategic financial planning report (3-4 pages).

#### 6) Strategic Cost Analysis

- **Task:**
  - Conduct a strategic cost analysis using various approaches to costing.
  - Perform a micro-level cost-profit-sales analysis for a specific product/project.
  - Use Excel to create valuation models for the company (any 2)
- **Deliverable:** Strategic cost analysis report (3-4 pages).

#### 7) Corporate Restructuring and Ethical Aspects

- **Task:**
  - Analyze the financial aspects and history of restructuring in the company
  - Evaluate potential restructuring strategies such as mergers, acquisitions, or restructuring a sick organization.
  - Discuss the ethical aspects of strategic corporate finance and assess the company's corporate governance practices.
- **Deliverable:** Corporate restructuring and ethical analysis report (3-4 pages).

#### Final Deliverables

1. **Comprehensive Report:**
  - A compiled report containing all the components as mentioned above.
  - Length: Approximately 20-30 pages.

**Sources:**

- **Company Website**
- **Annual Reports**
- **Market Surveys**
- **Reports from Other Organizations.**