Corporate Financial Management

== Role == dc5ded5d62 == Definitions == dc5ded5d62 Performance management may focus on the performance of an entire organization, a department, an employee, or the processes in place to manage particular tasks. Performance standards are set by senior leadership and task owners which may include expectations for job duties, timely feedback and coaching, evaluating employee performance and behavior against desired outcomes, and implementing reward systems. BPM can involve outlining the role of each individual in an organization in terms of functions and responsibilities. dc5ded5d62

American Academy of Financial Management The American Academy of Financial Management (AAFM) was a US-based board of standards, certifying body, and accreditation council focused on the finance The American Academy of Financial Management (AAFM) was a US-based board of standards, certifying body, and accreditation council focused on the finance sector and wealth management professionals. AAFM was superseded by the Global Academy of Finance and Management (GAFM) dc5ded5d62

Corporate communication It is the messages issued by a corporate organization, body or institute to its audiences, such as employees, media, channel partners and the general public. Organizations aim to communicate the same message to all its stakeholders, to transmit coherence, credibility and ethics. Corporate communication(s) is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating a Corporate communication(s) is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating a favourable point of view stakeholders on which a company depends dc5ded5d62

Corporate finance allocate financial resources. The primary goal of corporate finance is to maximize or increase shareholder value. The primary goal of corporate finance is to maximize or increase shareholder value. Correspondingly, corporate finance comprises Corporate finance is an area of finance that deals with the sources of funding, and the capital structure of businesses, the actions that managers take to increase the value of the firm to the shareholders, and the tools and analysis used to allocate financial resources dc5ded5d62

Financial managers (FM) are specialized professionals directly reporting to senior management, often the financial director (FD); the function is seen as 'staff', and not 'line'. dc5ded5d62 In the banking sector worldwide, the Basel Accords are generally adopted by internationally active banks for tracking, reporting and exposing operational, credit and market risks. dc5ded5d62 Corporate identity is the set of multi-sensory elements that marketers employ to communicate a visual statement about the brand to consumers. These multi-sensory elements include but are not limited to company name, logo, slogan, buildings, décor, uniforms, company colors and in some cases, the physical appearance of customer-facing employees. Corporate Identity is either weak or strong; to understand this concept, it is beneficial... dc5ded5d62 == History == dc5ded5d62 == Methods and tactics == dc5ded5d62 == Strategic planning == dc5ded5d62 == History == dc5ded5d62

Business performance management BPM is associated with business process management, a larger framework managing organizational processes. performance management (BPM) (also known as corporate performance management (CPM) enterprise performance management (EPM),) is a management approach that Business performance management (BPM) (also known as corporate performance management (CPM) enterprise performance management (EPM),) is a management approach that uses processes and analytical tools intended to measure whether a business organization's activities and output output meets an organization's goals dc5ded5d62

In general, this amounts to a corporate title, logo (logotype and/or logogram) and supporting devices commonly assembled within a set of corporate guidelines. These guidelines govern how the identity is applied and usually include approved color palettes, typefaces, page layouts, fonts, and others. dc5ded5d62 The objective of the Financial Management is the maximisation of shareholders wealth. To satisfy this objective a company requires a "long term course of action" and this is where strategy fits in. dc5ded5d62

Corporate governance Effective corporate governance is essential for ensuring accountability, transparency and long-term sustainability of organizations which is seen especially in publicly traded companies. "Financial Systems, Corporate Finance and Corporate Governance". 3 (3): 333–361. doi:10. European Financial Management. Tyrell, Marcel (November 1997). It defines how power and responsibilities are distributed within a company, how decisions are made and how performance is monitored. 1111/1468-036X Corporate governance refers to the mechanisms, processes, practices, and relations by which corporations are controlled and operated by their boards of directors, managers, shareholders, and stakeholders dc5ded5d62

Strategic planning is an organisation’s process to outlining and defining its strategy, direction it is going. This led to decision making... dc5ded5d62

Financial risk management risks. See Finance § Risk management for an overview. As for risk management more generally, financial risk management requires identifying the sources of risk, measuring these, and crafting plans to mitigate them. Within non-financial corporates, the scope is broadened to overlap enterprise risk management, and financial risk management then addresses risks Financial risk management is the practice of protecting economic value in a firm by managing exposure to financial risk - principally credit risk and market risk, with more specific variants as listed aside - as well as some aspects of operational risk dc5ded5d62

1. It enables people to exchange necessary information and dc5ded5d62 Within non-financial corporates, the scope is... dc5ded5d62 The AAFM offered multiple professional membership, certifications, and designations. Members had to have come through one of the AAFM-recognized university programs or through a government-recognized executive educational program, although the board waived these requirements in some cases. The AAFM board has never directly provided training, but has recognized hundreds of approved... dc5ded5d62

Corporate identity Corporate identity is a primary goal of corporate communication, aiming to build and maintain company identity. The corporate identity A corporate identity or corporate image is the manner in which a corporation, firm or business enterprise presents itself to the public. The corporate identity is typically visualized by branding and with the use of trademarks, but it can also include things like product design, advertising, public relations etc. corporate identity or corporate image is the manner in which a corporation, firm or business enterprise presents itself to the public dc5ded5d62

The terms corporate finance and corporate financier are also associated with investment banking. The typical role of an investment bank is to evaluate a company's financial needs and raise the appropriate type of capital that best fits those needs. Thus, the terms "corporate... dc5ded5d62 2. It helps to set members of the organisation apart from non-members. dc5ded5d62 Financial risk management as a "science" can be said to have been born with modern portfolio theory, particularly as initiated by Professor Harry Markowitz in 1952 with his article, "Portfolio Selection"; see Mathematical finance § Risk and portfolio management: the P world. dc5ded5d62 == Integrated marketing communications (IMC) == dc5ded5d62 The AAFM was founded in 1996 through a merger of the American Academy of Financial Management & Analysts (AAFMA) and the Founders Advisory Committee of the Original Tax and Estate Planning Law Review. dc5ded5d62 Therefore, Strategic Financial Management are those aspect of the overall plan of the organisation that concerns financial management. This includes different parts of the business plan, for example marketing and sales plan, production plan, personnel plan, capital expenditure, etc. These all have financial implications for the financial managers of an organisation. dc5ded5d62

Corporate title The board of directors is technically not part of management itself, although its chairman may Corporate titles or business titles are given to corporate officers to show what duties and responsibilities they have in the organization. executive vice president and chief financial officer (CFO). Such titles are used by publicly and privately held for-profit corporations, cooperatives, nonprofit organizations, educational institutions, partnerships, and sole proprietorships that also confer corporate titles dc5ded5d62

This meta definition accommodates... dc5ded5d62 The discipline can be qualitative and quantitative; as a specialization of risk management, however, financial risk management focuses more on when and how to hedge, often using financial instruments to manage costly exposures to risk. dc5ded5d62 == Variations == dc5ded5d62 To understand what strategic financial management is about, we must first understand what is meant by the term "Strategic". Which is something that is done as part of a plan that is meant to achieve a particular purpose. dc5ded5d62

Strategic financial management Financial management is sometimes Strategic financial management is the study of finance with a long term view considering the strategic goals of the enterprise. Strategic financial management is the study of finance with a long term view considering the strategic goals of the enterprise. Financial management is sometimes referred to as "Strategic Financial Management" to give it an increased frame of reference dc5ded5d62

In January 2015, the AAFM sold its intellectual property to the Global Academy of Finance & Management – the logo for which is the same as that of the AAFM with different letters – and the International Board of Certification Standards, which subsequently continued the AAFM certifications under the GAFM brand in the United States. dc5ded5d62 "Corporate governance" may be defined, described or delineated in diverse ways, depending on the writer's purpose. Writers focused on a disciplinary interest or context (such as accounting, finance, corporate law, or management) often adopt narrow definitions that appear purpose specific. Writers concerned with regulatory policy in relation to corporate governance practices often use broader structural descriptions. A broad (meta) definition that encompasses many adopted definitions is "Corporate governance describes the processes, structures, and mechanisms that influence the control and direction of corporations." dc5ded5d62

Financial management provides financial services for the government. Financial mismanagement Financial risk management § Corporate finance FP&A Managerial finance "Financial Management" Financial management is the business function concerned with profitability, expenses, cash, and credit. These are often grouped together under the rubric of maximizing the value of the firm for stockholders. The discipline is then tasked with the "efficient acquisition and deployment" of both short- and long-term financial resources, to ensure the objectives of the enterprise are achieved dc5ded5d62

Correspondingly, corporate finance comprises two main sub-disciplines. Capital budgeting is concerned with the setting of criteria about which value-adding projects should receive investment funding, and whether to finance that investment with equity or debt capital. Working capital management is the management of the company's monetary funds that deal with the short-term operating balance of current assets and current liabilities; the focus here is on managing cash, inventories, and short-term borrowing and lending (such as the terms on credit extended to customers). dc5ded5d62 Corporate communication helps organizations explain their mission, combine its many visions and values into a cohesive message to stakeholders. The concept of corporate communication could be seen as an integrative communication structure linking stakeholders to the organisation. dc5ded5d62 Three principal clusters of task-planning and communication form the backbone of business and the activity of business organizations. These include management communication, marketing communication, and organizational communication. dc5ded5d62