



Gurugrah Private Limited

Department of Editorial Excellence

**Strategic Financial Management: Mastering the Art of Financial
Management 24FM-SFM-ALPHA**

Course Module

Sr. No.	Component
Unit 1	Introduction to Financial Management
	<ul style="list-style-type: none">• Overview of Financial Management• Importance of Financial Literacy• Basic Financial Concepts• Role of Financial Management in Personal and Business Life
Unit 2	Understanding Income and Taxes
	<ul style="list-style-type: none">• Types of Income (Earned, Passive, Portfolio)• Introduction to Taxation• Income Tax Basics (for Individuals and Businesses)• Tax Planning Strategies for Students
Unit 3	Investment Basics
	<ul style="list-style-type: none">• Importance of Investing• Different Investment Vehicles (Savings Accounts, Fixed Deposits, etc.)• Risk and Return in Investments• Setting Financial Goals and Investment Planning
Unit 4	Exploring Financial Instruments
	<ul style="list-style-type: none">• Introduction to Mutual Funds• Understanding Stock Market Investments• Real Estate as an Investment• Precious Metals and Commodities
Unit 5	Building Wealth through Savings and Investments
	<ul style="list-style-type: none">• Developing a Savings Culture• Creating a Diversified Investment Portfolio• Long-term vs. Short-term Investments• Monitoring and Adjusting Investment Strategies
Unit 6	Personal Finance Management
	<ul style="list-style-type: none">• Budgeting and Expense Tracking• Credit Scores and Credit Management• Managing Debt Effectively• Emergency Fund Planning
Unit 7	Entrepreneurship and Business Opportunities
	<ul style="list-style-type: none">• Basics of Entrepreneurship• Identifying Business Opportunities

	<ul style="list-style-type: none"> • Financial Management for Small Businesses • Risks and Rewards of Entrepreneurship
Unit 8	Case Studies and Practical Applications
	<ul style="list-style-type: none"> • Analyzing Real-life Financial Scenarios • Case Studies on Successful Investors and Entrepreneurs • Practical Application of Financial Concepts • Group Projects and Presentations
Unit 9	Future Trends and Emerging Technologies in Finance
	<ul style="list-style-type: none"> • Introduction to FinTech • Cryptocurrencies and Blockchain • Artificial Intelligence in Finance • Sustainable Investing and Green Finance
Unit 10	Financial Planning for Career and Life
	<ul style="list-style-type: none"> • Career Planning and Financial Growth • Retirement Planning • Estate Planning • Building a Financially Secure Future

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