



**Curriculum - 2023**  
**BBA Hons (Entrepreneurship) Degree Program**  
**Faculty of Management and Finance**  
**University of Ruhuna**

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**BBA 12043: Principles of Finance**

**Level: 1000**

**Number of Credits : 03**

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**Course Description**

Finance is a branch of economics and concerned with optimizing the use of firm's financial resources. This course develops conceptual and analytical skills by providing theoretical and practical insights on fundamental concepts and techniques relating to finance.

**Intended Learning Outcomes**

At the end of the course, the student will be able to;

- Explain fundamental concepts, models, and techniques relating to finance
- Discuss the effect of time value of money on financial decisions
- Evaluate different financing plans
- Evaluate alternative investments
- Formulate strategies to maximize shareholders' wealth
- Estimate risk and return of securities

**Teaching/Learning Methods**

Lectures, Group discussions, Workshops and Seminars

**Methods of Assessment**

In-course Assessments	: 30%
End Semester Examination	: 70%

**Course Contents**

1. Overview of finance
2. Time value of money
3. Cost of capital and valuation of bonds and shares
4. Capital structure decisions
5. Financial and operating leverage
6. Capital budgeting
7. Working capital management
8. Risk and return

**Recommended Readings**

1. Brigham, E. F., & Ehrhardt, M.C. *Financial Management: Theory & Practice*, South-Western College/The latest edition
2. Pandy, I. M. *Financial Management*. New Delhi Vikas/The latest edition