



Syllabus of Module

6. Operational Planning, Cash Flow

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Module Annotation

The aim of operational planning is to manage cash flow, to secure the operation of the company, so that operational objectives can be achieved through the fulfillment of strategic objectives. Operational planning builds on long-term strategic planning. A bad strategic plan cannot end in a good operational plan, so it is essential to first become familiar with the objectives of the strategic planning content. Strategic financial management is one of the crucial areas of corporate management that sets the basic directions, criteria and methods of achieving the long-term goals of the company and its development. Defining and defining the very concept of strategy and strategic thinking is a prerequisite for understanding the problems of strategic management and methods of solving them. It is important to understand the place of the following categories "Vision", "Mission", and "Goal" of the company in strategic management. The analysis of the macro environment and the analysis of the micro environment (internal environment) of the company play an important role in the practical solution of the problem of formulating the company's strategy.

Module Objective

The aim of the module is to introduce the principles of company strategy, strategic plan and its relation to operational planning. In the context of long-term financial management, the aim is to explain the methods used in the evaluation of the financial situation of the company and the basic groups of methods for evaluating investment options. The module is

primarily focused on cash flow management and operational financial planning. The fundamental objective of short-term financial planning is to secure short-term liquidity, therefore the core content will lie in clarifying the content and stages of planning, creating short-term planning financial statements, managing and planning the current assets and liquidity of the firm, and characterising the company's cash flows including methods of determining them.

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