

Limited Edition Series

# BUSINESS FINANCE

*A BOOK BY:*

NURULYASMIN BINTI JU AHMAD  
AHMAD SUKHIMI BIN MOHAMAD KHIDZIR  
KU AHMISUHAITI BINTI KU AHMAD

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AUTHORS:

NURULYASMIN BINTI JU AHMAD

AHMAD SUKHIMI BIN MOHAMAD KHIDZIR

KU AHMISUHAITI BINTI KU AHMAD

Politeknik Port Dickson  
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Si Rusa, Negeri Sembilan

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## PREFACE

*Business Finance* is targeted at the business course for undergraduate business majors. The book is designed for conceptual accessibility to students who are relatively early in their business curriculum (such as second-year students), yet it is also suitable for more advanced students. Due to the wide range of audiences and course approaches, the book is designed to be as flexible as possible. Its modular structure allows the introduction and review of content from prerequisite subjects in financial accounting, statistics, and economics, depending on student preparation. It provides a solid grounding in the core concepts of financial theory so that business students interested in a major or minor in finance will also be prepared for more rigorous upper-level courses. Concepts are further reinforced through applicable connections and practical calculation techniques for more detailed and realistic company scenarios from various industries.

We welcome constructive suggestions and comments from any parties. Good feedback is always given careful consideration and is help for future improvement.