

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Liu Chuanyu

THE PROBLEM OF ENTERPRISE FINANCIAL RISK AND CONTROL

Master's Thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

Supervisor:

Vasiliy Zalutski

Ph.D.in Economics

Admitted to Master's thesis defense on
"___" _____ 2021
Head of Chair
of Innovative Management
Ph.D., Associate professor
_____ Alena A. Poddubskaya

Minsk, 2021

GENERAL CHARACTERISTIC OF THE WORK

Master's thesis on the topic: CASE ANALYSIS OF FINANCIAL RISK CONTROL OF KUNYAO PHARMACEUTICAL COMPANY: 62 pages , 19 figures, 3 tables.

Keywords: FINANCIAL RISK, BANKRUPTCY CASE OF GENERAL MOTORS IN THE UNITED STATES, EFFECTIVE SOLUTION TO AVOID FINANCIAL RISK

The aim of the study: Research purposes: In the era of rapid development, each enterprise is facing different financial risks. Through case analysis, we can understand the importance of effectively controlling financial risks. This paper mainly achieves three purposes: 1. Understand the formation of financial risks; 2. Understand the nature of financial risks; 3. Recognize the importance of controlling financial risks in enterprises; 4. Find effective ways to control financial risks.

Object of the research: This paper mainly takes the bankruptcy case of American General Motors Company, analyzes the bankruptcy reasons through data and company development, and establishes Z model mainly based on the company's net profit, after-tax income and cost, and reflects the bankruptcy index of the company through the model. Taking the company as an example, this paper puts forward concrete effective measures for the company to deal with financial risks, which can only be controlled and supervised but cannot be completely avoided.

Subject of the research: The Problem of Enterprise financial risk and control.

Research methods: Firstly, the financial risk is analyzed and explained theoretically, and then the model data is analyzed by using cases. Combined with the theory, we have a clear understanding of the financial risks of enterprises, and then further analyze the cases in depth, and finally put forward effective control opinions and draw conclusions.

Realm of the possible practical application: There is a direction guide for daily management of enterprises, which can make enterprises pay attention to financial risks. It will be applied to the practical application field of the company, and at the same time it can put forward some opinions and suggestions for enterprises to solve financial risk.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.