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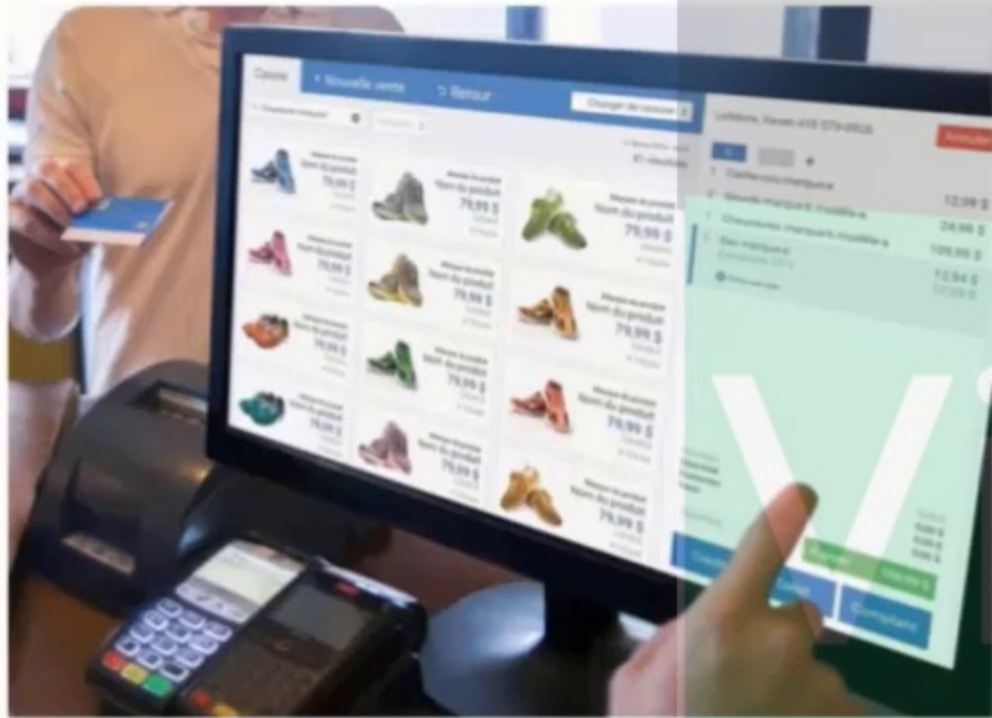
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Asses the role of finance in
integrating the IT strategy with
business requirement.

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Role of IT in the Corporate Strategy



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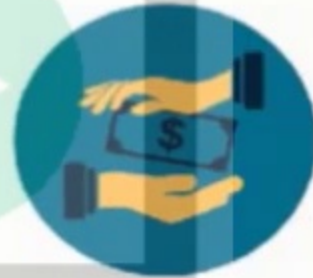
Role of IT in the Corporate Strategy



Role of IT in the Corporate Strategy



Consolidation of company & books



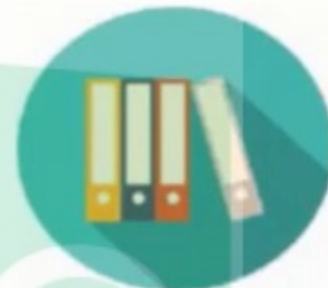
Payable, receivable cash & bank



Fixed asset management



Statutory & GST compliances



Financial, managerial & tax accounting



Real time accounting

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Use of IT in business functions

The principal business functions in a business firm are:

1. Accounting and finance
2. Marketing and sales
2. Production
4. Human resources

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Use of IT in business functions

In accounting and Finance function IT helps in

- To automatically post transactions in the books and automate generation of reports for management and legal requirements.

Cash management systems (CMS): Handle cash transactions specifically.

Electronic fund transfer (EFT): The electronic transfer of cash from one bank account to another.

Use of IT in business functions

In marketing and sales function IT helps in

- Sales Force Automation
- Equipping salespeople with information technology to facilitate productivity.

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