Role OF INFORMATION TECHNOLOGY IN BUSINESS

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What is information technology?

- Information Technology is the application of computer and telecommunications equipment to stores, Retrieved, transmit and manipulate data, often in the context of business or other enterprise.

1. Stores
2. Retrieve
3. Transmit
4. Manipulation of data

Various Functional Area of Business

- Human resource management

- Finance management

- Production management

- Marketing management

- E-commerce

Use of IT in Human Resource Management

- Human Resource Management System(HRMS)
1. It refers to system and process at intersection between Human Resource Management and Information Technologies.
2. It merge HR activities and IT.

Why Use HRMS

- **Improve data management:** An HRMS can manage all employee data as well as information.

- **Employee self service:** An HRMS enables employee to update personal data without having to involve HR for simple tasks. This frees up the time of HR professionals for more strategic functions.

- **Central storage:** Because data is stored in one place, this means reporting can be more efficient

Cont.

- **On-demand reporting:** Customized executive and management reporting can be done "on the fly". For example, a manager might want to look up employment data by location, and could do so without having to contact HR. Managers can access the information timely as it pertains to employee development, performance improvement, and wage detail.
- **Management and tracking of recruiting data:** Many HRMS system include recruitment components such as applicant and resume management.

Use of IT in Marketing

- Tools for online marketing
1. Websites
2. SEO
3. Social Media Marketing
4. Email Marketing
5. Pay for click
6. blogging

Use of IT in E-Commerce

- Electronic commerce commonly known as e-commerce, is trading in products or services using computer network, such as the internet.
- Benefits of e-commerce
1. Buying selling 24 hours.
2. No geographical limitations
3. Low operational cost.
4. Customers find products easily
5. Customers can compare products easily

Use of IT in Production Management

- Robots: reprogrammable machines capable of performing routine jobs and manipulating material.
- Computer-aided design and Manufacturing: enables engineers to design parts and buildings on computer screens faster and with fewer mistakes.
- Flexible manufacturing systems: a production facility that workers can quickly modify to manufacture different.
- Computer-integrated Manufacturing: integrates robots, computers and other technologies to help workers design products, control machines, handle materials, and control the production function.

Use of IT in Financial management

- Benefits of IT in FM

1. Speed and accuracy of calculations

1. Virtually unlimited storage

1. Greater degree of security

Financial Management System

- A financial management system is the methodology and software that an organization uses to oversee and govern its income, expenses, and assets with the objectives of maximizing profits and ensuring sustainability.

- An effective financial management system improves short and ling term business performance by streamlining invoicing and bill collection, eliminating accounting errors, minimizing record keeping redundancy, ensuring compliance with tax and accounting regulations, helping personnel to quantify budget planning, and offering flexibility and expandability to accommodate change and growth.

Other significant features of a good financial management system

- Keeping all payments and receivables transparent
- Amortizing prepaid expenses.
- Depreciating assets according to accepted schedules
- Keeping trach of liabilities.
- Coordinating income statements, expense statements, and balance sheets
- Balancing multiple bank accounts
- Ensuring data integrity and security
- Keeping all records up to date
- Maintaining a complete and accurate audit trail
- Minimizing overall paperwork

THANKS