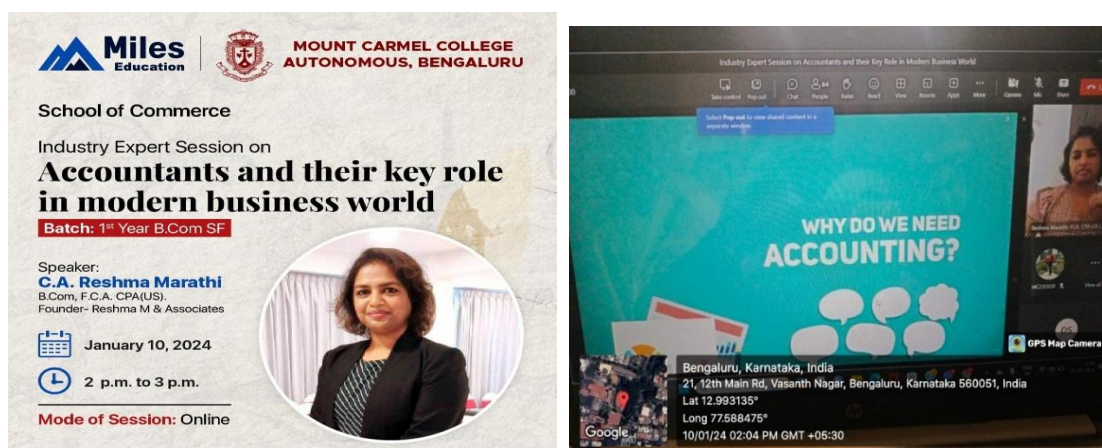


## STRATEGIC FINANCE



Activity: Industry Expert Session for students of I B.Com Strategic finance

Date: 10/01/2024

Title of the activity: Accountants and their key role in modern business world

Speaker: C.A. Reshma Marathi, BCom, F.C.A. CPA(US),

Founder- Reshma M & Associates

An Industry Expert Session was organized for the students of I B.Com Strategic Finance on 10th January, 2023. The webinar commenced with a formal introduction of the esteemed speaker, C.A. Reshma Marathi. Ms. Reshma Marathi provided an insightful exploration of the diverse roles and responsibilities of accountants in modern business landscapes, covering aspects such as financial reporting and strategic financial planning. Real-world case studies and practical illustrations were shared, offering participants a tangible understanding of accounting principles in authentic business contexts. An engaging question-and-answer session allowed participants to directly interact with the speaker, fostering a dynamic and intellectually stimulating environment. The speaker highlighted the integration of technology in accounting practices, discussing advanced software and tools that enhance efficiency and accuracy. Beyond theory, the speaker provided valuable insights into potential career pathways, offering practical advice on skill development and adapting to industry demands. In conclusion the "Accountants and their key role in modern business world" session, provided a brief yet enriching educational experience. It clarified the crucial role of accountants in the business realm, offering practical insights for participants.