

# Information Technology

## What is Information Technology?

Information Technology (IT) is the practical use of computers, software, networks, and digital systems to create, store, process, transfer, and manage information effectively.

## IT vs Computer Science

**Information Technology (IT):** Focuses on using, managing, and maintaining computer systems, networks, and software to support organizational and business operations.

**Computer Science:** Concentrates on the theory of computation, algorithms, programming concepts, and the design and development of software and systems.

## Importance of Information Technology

IT plays a crucial role by automating tasks, enabling fast and reliable communication (emails, messaging, video calls), supporting data storage and analysis for informed decision-making, providing global connectivity through the internet, and driving innovation in sectors such as healthcare, finance, education, and entertainment.

## Core Components of IT

**Hardware:** Physical devices such as computers, servers, and networking equipment

**Software:** Operating systems and applications that run on hardware

**Networking:** Technologies that connect systems to share data (LAN, WAN, Internet)

**Data:** Raw facts that are processed into meaningful information

**People and Processes:** Users, IT professionals, and procedures that operate and manage systems

## Computer Hardware

Computer hardware includes input devices like keyboards, mice, and scanners; output devices such as monitors, printers, and speakers; the CPU which performs processing tasks; memory units like RAM and ROM; and storage devices including hard disks, SSDs, and optical drives.

## Computer Software

**System Software:** Operating systems such as Windows, Linux, and macOS that manage hardware resources

**Application Software:** Programs designed for end users like word processors, browsers, and database tools

**Utility Software:** Software used for maintenance and security, such as antivirus programs and backup tools

## **Networking and Internet**

Computer networks allow devices to share data and resources. Common network types include LAN, MAN, WAN, and PAN. The internet is a global network that supports services like email, web browsing, and online communication. Networking devices include routers, switches, hubs, modems, and access points.

## **Database Management Systems (DBMS)**

A database is an organized collection of structured data that allows quick access and efficient management. DBMS software such as MySQL, Oracle, and SQL Server use SQL to store, retrieve, and manage data while ensuring security, accuracy, and scalability.

## **Information Security and Cybersecurity**

Information security focuses on protecting data and systems from unauthorized access, misuse, or damage. Common threats include viruses, malware, phishing attacks, and ransomware. Security measures involve firewalls, encryption, authentication methods, regular backups, user training, and network monitoring.

## **Cloud Computing**

Cloud computing delivers computing resources like servers, storage, and databases over the internet. Service models include Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS). Cloud services offer scalability, cost savings, and easy access through providers such as AWS, Microsoft Azure, and Google Cloud.

## **Emerging IT Technologies**

New and evolving technologies include Artificial Intelligence for automation and learning, the Internet of Things (IoT) for smart connected devices, Blockchain for secure and decentralized records, and Big Data technologies for analyzing large volumes of data.

## **Applications of IT in Business**

IT supports business activities such as e-commerce, digital marketing, Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), business intelligence, analytics, automation, and remote collaboration.

## **IT in Education and Society**

In education and society, IT enables online learning platforms, virtual classrooms, digital libraries, social media communication, and improved global connectivity and awareness.

## **Role of Information Technology in Modern Business**

Information Technology is essential in modern organizations as it improves efficiency through automation, enhances communication, supports data-driven decision-making, promotes innovation, optimizes supply chains, improves customer experience, strengthens cybersecurity, and allows scalability and flexibility through cloud solutions.

# **Enterprise Resource Planning (ERP)**

## **What is ERP?**

Enterprise Resource Planning (ERP) is an integrated software system that manages core business processes such as finance, human resources, supply chain, sales, and manufacturing within a single platform. It centralizes data and enables departments to work together efficiently using real-time information.

## **Core Modules of ERP**

ERP systems typically include modules for finance and accounting, human resource management, inventory management, sales and marketing, customer relationship management, supply chain management, and production or manufacturing.

## **Benefits of ERP**

ERP systems improve operational efficiency, enhance data accuracy, support better decision-making using real-time data, reduce operational costs, encourage collaboration across departments, and improve customer satisfaction.

## **Popular ERP Software**

Common ERP solutions include SAP ERP, Oracle ERP Cloud, Microsoft Dynamics 365, Odoo, and NetSuite.

## **How ERP Platforms Work**

ERP systems function by using a centralized database that stores information for all departments. When one department updates data, it becomes instantly available to others, reducing duplication and errors. ERP platforms integrate workflows across departments, automate repetitive tasks, provide real-time reporting, use modular structures, support cloud and on-premise deployment, and include strong security and access controls.

## **ERP vs CRM**

ERP systems focus on managing internal business operations, while CRM systems are designed to manage customer interactions, sales activities, and customer relationships.

## **Business Strategy, IT Strategy, and Alignment Capability**

Business strategy defines an organization's goals and long-term direction. IT strategy explains how technology will support these goals through infrastructure, applications, and security. Alignment capability refers to the organization's ability to ensure that business and IT strategies work together effectively through communication, leadership, and governance.

## **How They Work Together**

Business goals guide IT investments, IT systems enable business growth, and alignment capability ensures continuous coordination as both business needs and technology evolve.

# **Types of Data**

## **Structured Data**

Structured data is highly organized and stored in fixed formats such as tables with rows and columns. It is easy to search and analyze using SQL and is commonly stored in relational databases.

## **Semi-Structured Data**

Semi-structured data does not follow a strict tabular format but includes tags or markers for organization. Examples include JSON, XML, emails, and NoSQL databases.

## **Unstructured Data**

Unstructured data has no predefined structure and includes text documents, images, audio, video files, and social media content. Advanced techniques like NLP and image processing are often required for analysis.

## **Common Data Sources**

Organizations use internal data generated from operations, third-party analytics from external platforms, external data from market and industry sources, and open data published by governments or public institutions.

## **Data Collection**

Data collection is the process of gathering information for analysis and decision-making. Data can be qualitative (descriptive, non-numerical) or quantitative (numerical). Data may be collected as primary data through surveys and interviews or as secondary data from existing sources such as reports and databases.

## **Data Life Cycle Management (DLM)**

Data Life Cycle Management involves managing data from its creation and storage to usage, archiving, and eventual deletion.

# **Business Analyst**

## **Role of a Business Analyst**

Business analysts evaluate business processes and systems to identify improvements. They act as a bridge between business stakeholders and technical teams by analyzing data, gathering requirements, and supporting solution implementation.

## **Skills of a Business Analyst**

Key skills include analytical thinking, communication, problem-solving, documentation, knowledge of databases and BI tools, and understanding of business domains.

## **Tools Used by Business Analysts**

Business analysts use requirement management tools, data analysis tools, process mapping software, and collaboration platforms to perform their tasks efficiently.

# **Business Analysis Methodologies**

## **Waterfall Methodology**

Waterfall is a linear and sequential approach where each phase is completed before moving to the next. It emphasizes detailed documentation and is suitable for projects with stable requirements.

## **Agile Methodology**

Agile is an iterative approach that focuses on flexibility, continuous feedback, collaboration, and frequent delivery of working solutions.

## **Stakeholder Management**

Stakeholder management involves identifying stakeholders, understanding their needs, prioritizing their influence, engaging them effectively, and maintaining clear communication to ensure project success.

## **Scenario Analysis**

Scenario analysis is used to evaluate different future situations such as best-case, worst-case, and most-likely scenarios. It helps organizations assess risks, plan strategically, and make informed decisions.

## **Data Governance**

Data governance consists of policies, roles, and processes that ensure data accuracy, security, consistency, and responsible usage across an organization.

## **Benefits of Data Governance**

It improves data quality, supports better decision-making, enhances security and compliance, defines clear responsibilities, reduces costs, and strengthens analytics and reporting.

## **Ethical Use of Data**

Ethical data use involves obtaining consent, maintaining transparency, ensuring fairness, minimizing data collection, protecting privacy, ensuring data quality, and being accountable throughout the data lifecycle.

## **GDPR vs CCPA**

Both GDPR and CCPA aim to protect personal data and give individuals more control over their information. GDPR focuses on broad data protection and lawful processing, while CCPA emphasizes consumer rights and data transparency, including the right to opt out of data selling.

## **Key Similarities between GDPR and CCPA**

### **Objective:**

Both GDPR and CCPA are designed to safeguard individuals' personal data and promote transparency in how organizations collect, use, and manage that data.

### **Global Applicability:**

These regulations can apply to organizations anywhere in the world if they handle personal data of European Union residents (under GDPR) or California residents (under CCPA), regardless of where the company is located.

### **Consumer Rights:**

Both laws provide individuals with important rights over their personal information, such as the right to know what data is being collected, the right to access their data, and the right to request deletion of their personal information.

### **Security Requirements:**

Organizations are required under both regulations to adopt appropriate security controls to protect personal data and to notify affected individuals in the event of a data breach.

### **Penalties and Enforcement:**

GDPR and CCPA enforce strict penalties for violations, including substantial fines, to ensure compliance and hold organizations accountable for improper data handling.

## **Key Differences between GDPR and CCPA**

### **Scope and Coverage:**

GDPR applies broadly to all organizations that process the personal data of individuals residing in the European Union, regardless of the organization's location. In contrast, CCPA mainly applies to for-profit businesses that collect personal data of California residents and meet specific revenue or data-processing thresholds.

### **Legal Basis for Data Processing:**

Under GDPR, organizations must have a lawful reason to process personal data, such as user consent, contractual necessity, or legal obligation. CCPA does not require a lawful basis for data collection but focuses more on transparency and consumer control over data usage.

### **Consent Requirements:**

GDPR places strong emphasis on obtaining explicit and informed consent before collecting or processing personal data. CCPA generally allows data collection by default but gives consumers the right to opt out of the sale or sharing of their personal information.

### **Right to Opt-Out:**

CCPA specifically grants consumers the right to opt out of the sale of their personal data through mechanisms such as the "Do Not Sell or Share My Personal Information" option. GDPR does not include an equivalent opt-out right but allows individuals to object to certain types of data processing.

### **Penalties and Fines:**

GDPR imposes significantly higher fines for non-compliance, which can reach a percentage of an organization's global annual revenue. CCPA penalties are generally lower and are applied per violation, with additional fines possible in the event of data breaches.

### **Enforcement Authority:**

GDPR is enforced by independent data protection authorities in EU member states, while CCPA enforcement is primarily handled by the California Attorney General, with expanded enforcement powers under related regulations.