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Programme: M.A.HUMAN RESOURCE MANAGEMENT

Course Title :Information Technology for Managers

Course Code :22HRM4CC18

UNIT VI

Current Development

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Current Developments in IT

Agenda

- Client-Server Architecture
- Cloud Computing
- Mobile Applications and UI Frameworks
- Internet Business Models
- IT for Innovation
- Issues in IT Usage
- Success Stories

Client-Server Architecture

- Definition: Distributed application structure
- Components:
- Client: User interface and application logic
- Server: Data storage and processing
- Examples: Email services, databases

Cloud Computing

- Overview: On-demand delivery of computing resources
- Models: IaaS, PaaS, SaaS
- Benefits: Scalability, cost-efficiency, remote access

Types of Cloud Deployments

- Public Cloud: Shared resources, e.g., AWS, Azure
- Private Cloud: Dedicated infrastructure for one organization
- Hybrid Cloud: Combines public and private elements

Mobile Applications

- Definition: Software designed for mobile devices
- Categories:
 - Native Apps
 - Web Apps
 - Hybrid Apps
- Usage: Communication, entertainment, productivity

User Interface Frameworks

- Purpose: Simplify app development
- Popular Frameworks: React Native, Flutter, Angular
- Benefits: Cross-platform compatibility, speed

Ways of Doing Internet Business

- E-commerce Models:
- B2B: Business-to-Business
- B2C: Business-to-Consumer
- C2C: Consumer-to-Consumer
- Digital Marketing: SEO, social media, email campaigns

E-commerce Tools and Platforms

- Platforms: Shopify, Magento, WooCommerce
- Payment Gateways: PayPal, Stripe, Razorpay

IT for Innovation

- Role of IT: Drives new products and services
- Emerging Technologies: AI and ML, IoT, Blockchain

IT for Business Transformation

- Applications: Automating workflows, Enhancing customer experience, Predictive analytics
- Examples: Amazon, Uber

Issues in IT Usage

- Common Challenges: Data security and privacy, Integration of legacy systems, High implementation costs

Suggestions for Effective IT Usage

- Strategies: Invest in cybersecurity, Employee training programs, Scalable infrastructure

Cloud Security Best Practices

- Steps: Use strong access controls, Encrypt sensitive data, Regularly update systems

Mobile App Development Challenges

- Key Issues: Cross-platform compatibility, Battery and performance optimization, User data protection

Successful IT Implementations

- Case Study 1: Company: Amazon, Impact: Optimized supply chain with AI
- Case Study 2: Company: Netflix, Impact: Personalized recommendations with ML

IT Success Stories for Managers

- Story 1: Salesforce CRM - Streamlining sales processes
- Story 2: Slack - Enhancing team collaboration

Future Trends in IT

- Emerging Areas: Quantum Computing, 5G Networks, Edge Computing

Recommendations for Managers

- Steps: Stay updated on IT trends, Leverage analytics for decision-making, Foster a culture of innovation

Conclusion

- Summary: IT transforms business operations
- Address challenges with strategic planning
- Continuous learning is essential
- Thank you! Questions?