

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

**Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)**

**Specialization: Elective**

**Subject Name: Enterprise Resource Planning (ERP)**

**Subject Code: 3549282**

**1. Learning Outcome:**

- Understand the process view of organization, its problems and need for reengineering
- Understand different enterprise application, rationale for acquiring and implementing ERP systems, selection of ERP software, and integration of processes and transactions in the ERP system
- Describe current advancements in information technology like Data Warehousing, Data Mining, Green Computing and Business Intelligence.
- Understand the importance of leadership and managerial implications/actions in ERP success.

**2. Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

**3. Course Content:**

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
<b>I</b>	<b>Process view of organization</b> Make to stock and Make to order cycles  <b>ERP Introduction:</b> <ul style="list-style-type: none"> <li>• Origin, Evolution and Structure and Benefits:                             <ul style="list-style-type: none"> <li>○ Conceptual Model of ERP, Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP</li> </ul> </li> </ul>	9	18
<b>II</b>	<b>Advancement of IT and Impact on organizations data management:</b> <ul style="list-style-type: none"> <li>• Data ware Housing, Data Mining, Online Analytic Processing (OLAP)</li> <li>• Product Life Cycle Management (PLM)</li> </ul>	9	17
<b>III</b>	<b>ERP Marketplace and Marketplace Dynamics:</b> <ul style="list-style-type: none"> <li>• Market Overview, Marketplace Dynamics, and The changing ERP Market.</li> </ul> <b>ERP- Functional Modules:</b> <ul style="list-style-type: none"> <li>• Introduction, Functional Modules of ERP Software</li> </ul>	9	18

	Integration of ERP, Supply chain and Customer Relationship Applications.		
<b>IV</b>	<p><b>ERP Implementation:</b></p> <ul style="list-style-type: none"> <li>• Business Process mapping and re-engineering, ERP Implementation Life Cycle</li> <li>• Role of Consultants, Vendors and Employees.</li> </ul> <p><b>Critical Success Factors:</b></p> <ul style="list-style-type: none"> <li>• Guiding Selection and Evaluation of ERP, Strategies and CSF for Successful ERP Implementation, Causes of ERP Failure</li> </ul>	9	17
<b>V</b>	<p><b>Practical Module:</b></p> <ul style="list-style-type: none"> <li>• ERP &amp; E-Commerce, Future Directives- in ERP, Integrating ERP into organizational culture.</li> <li>• Using an open source ERP tool for orienting students to ERP</li> </ul>	---	(30 Marks CEC)

Note: \*ERP marketplace , Introduction, SAP AG, Baan Company, Oracle Corporation, People Soft, JD Edwards World Solutions Company, System Software Associates, Inc. (SSA) QAD, A Comparative Assessment and Selection of ERP Packages and Modules.

\* ERP functional Modules, Introduction, Finance, Plant Maintenance, Quality Management, Materials Management, Human Resource Management

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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1	Alexis Leon	Enterprise Resource Planning	McGraw Hill	Latest Edition
2	David L. Olson	Managerial Issues of Enterprise Resource Planning Systems	McGraw-Hill	Latest Edition
3	Jill O'Sullivan and Gene Caiola	Enterprise Resource Planning	McGraw-Hill	Latest Edition
4	S. Sadagopan	ERP-A Managerial Perspective	McGraw-Hill	Latest Edition
5	F. Robert Jacobs and D. Clay Whybark	Why ERP? A primer on SAP Implementation	McGraw-Hill	Latest Edition
6	MahadeoJaiswal, Ganesh Vanapalli	Enterprise Resource Planning	Macmillan India Ltd	Latest Edition
7	Jyotindra Zaveri	Enterprise Resource Planning	Himalaya Publication	Latest Edition
8	Mr. C.S.V. Murthy	Enterprise Resource Planning (ERP) Text and Case Studies	Himalaya Publication	Latest edition
9	Sunil Chopra , Peter Meindl	Supply Chain Management	Prentice Hall	Latest edition

**7. List of Journals / Periodicals / Magazines / Newspapers, etc.:**

1. Journal of Enterprise Resource Planning Studies
2. International Journal of Management Innovation System
3. International Journal of Emerging Trends & Technology in Computer Science (IJETTCS)
4. International Journal of Enterprise Information Systems