

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year III (Semester: –VI) (W.E.F. Academic Year 2017-18)

Subject Name: Enterprise Resource Planning (ERP)

Subject Code: 3569982

Subject Credits: 3

Total Marks: 150

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)
I	Process view of organization Make to stock and Make to order cycles ERP Introduction: <ul style="list-style-type: none">• Origin, Evolution and Structure and Benefits:<ul style="list-style-type: none">◦ Conceptual Model of ERP, Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP	9	18
II	Advancement of IT and Impact on organizations data management: <ul style="list-style-type: none">• Data ware Housing, Data Mining, Online Analytic Processing (OLAP)• Product Life Cycle Management (PLM)	9	17
III	ERP Marketplace and Marketplace Dynamics: <ul style="list-style-type: none">• Market Overview, Marketplace Dynamics, and The changing ERP Market. ERP- Functional Modules: <ul style="list-style-type: none">• Introduction, Functional Modules of ERP Software Integration of ERP, Supply chain and Customer Relationship Applications.	9	18
IV	ERP Implementation:	9	17

	<ul style="list-style-type: none"> • Business Process mapping and re-engineering, ERP Implementation Life Cycle • Role of Consultants, Vendors and Employees. <p>Critical Success Factors:</p> <ul style="list-style-type: none"> • Guiding Selection and Evaluation of ERP, Strategies and CSF for Successful ERP Implementation, Causes of ERP Failure 		
V	<p>Practical Module:</p> <ul style="list-style-type: none"> • ERP & E-Commerce, Future Directives- in ERP, Integrating ERP into organizational culture. • Using an open source ERP tool for orienting students to ERP 	---	(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:

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

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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