



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 5<sup>th</sup> Semester

Subject Class: Functional Elective

Subject Name: Enterprise Resource Planning (ERP)

Subject Code: 4559989

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome(Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Assess the process view of organization, its problems and need for reengineering.</li> <li>Evaluate the functionality that ERP systems deliver, and assess their functionality for the benefit of the organization.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Analyse the strategic options for ERP identification and adoption.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Develop the habit of being appraised of the latest global innovations in ERP systems.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Defend ethical considerations during designing ERP systems.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Effectively describe problems typical of ERP implementation projects and translate this information and use this information to anticipate and articulate the challenges associated with post-implementation management of ERP systems.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Create reengineered business processes for successful ERP implementation.</li> </ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<b>Strategic Perspective of IT:</b> <ul style="list-style-type: none"> <li>Strategic IT Planning</li> <li>Business value of IT investments via digitization of business processes</li> <li>IT decision making and governance</li> <li>Business architecture and change management</li> <li>IT and business risk and IT-driven business agility and innovation.</li> </ul>	10	18
II	<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: Conceptual Model of ERP, Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP</li> </ul>	10	17
III	<b>ERP Marketplace and Marketplace Dynamics:</b> Market Overview, Marketplace Dynamics, and The changing ERP Market.	10	18



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	<p><b>ERP- Functional Modules:</b></p> <ul style="list-style-type: none"> <li>Introduction, Functional Modules of ERP Software – Sales and Distribution, Accounting &amp; Finance, Production &amp; Materials Management, Plant Maintenance, Quality Management, Human Resource Management, CRM and any other latest development.</li> </ul> <p><b>Integration</b> of ERP, Supply chain and Customer Relationship Applications.</p>		
IV	<p><b>ERP Implementation:</b></p> <ul style="list-style-type: none"> <li>Business Process mapping and re-engineering, ERP Implementation Life Cycle, 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>	10	17
V	<p><b>Practical Module:</b> ERP &amp; E-Commerce, Future Directives- in ERP, Integrating ERP into organizational culture. Using an open source ERP tool for orienting students to ERP</p>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication / Edition
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	Enterprise Resource	McGraw-Hill	Latest Edition



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	and Gene Caiola	Planning		
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	Mahadeo Jaiswal, 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	S Kelkar	Strategic IT Management: A concise study	PHI	Latest edition
10	Keri E. Pearlson	Strategic Management of Information Systems	Wiley	Latest

## 7. List of Journals/Periodicals/Magazines/Newspapers / Web Resources, etc.:

1. Education Research and Perspectives
2. International Journal of Applied Decision Sciences
3. Journal of Management Information Systems

S.No	Title	
1	Why study IT value	Carr, Nicholas. "IT Doesn't Matter." <i>Harvard Business Review</i> , May 2003. Kohli, Rajiv, and Sarv Devaraj. "Realizing the Business Value of Information Technology Investments: An Organizational Process." <i>MIS Quarterly Executive</i> 3, no. 1 (2004): 53-68. (PDF)
2	Aligning IT with business strategy	Ross, Jeanne W., and Peter Weill. "Six IT Decisions Your IT People Shouldn't Make." <i>Harvard Business Review</i> , November 2002. (PDF) Rettig, Cynthia. "The Trouble With Enterprise Software." <i>MIT Sloan Management Review</i> 49, no. 1 (2007): 20-27.
3	An overview of business operating models	Ross, Jeanne W. "Forget Strategy: Focus IT on Your Operating Model." <i>MIT Sloan CISR Research Briefing</i> V, no. 3C (2005). (PDF) (Requires free registration.)