CA5T5G   ENTERPRISE RESOURCE PLANNING   Credits : 4

Lecture Hours : 4 periods / week   Internal assessment : 30 Marks

Semester and Examination: 70 Marks

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Course Description:

The major objective is to help students acquire the basic understanding of the major enterprise wide Business processes and their integration through IT enabled applications and develops a managerial perspective to leverage them for competitive advantage.

Course Objective:

- Student will learn the appropriate features of Enterprise Resource Planning.
- Student will know the improvements of ERP.
- Student will understand the Enterprise application implementation projects.
- Student able to understand the Supply Chain and CRM Applications.
- Able to learn SAP R/3 Business process and its case studies.

Unit I:

Process View of Organization : Introduction to business process, Problems of functionaldivision , salient features of Re-engineering , Re-engineering initiatives , Technology as processenabler, Mapping an existing process, Process redesign, New Process Validation.

Unit II:

Approaches to process improvement: Managerial implications of Process Reengineering efforts, Kaizen, Total Quality Management, Implementing new process, Critical success factors of reengineering project , Comparison of different approaches.

Unit III:

Introduction to Enterprise Resource Planning: ERP - Introduction, Evolution of Enterprise applications, ERP, Reasons for the growth of the ERP market, Operational advantages of Enterprise Wide Applications, Reasons for ERP packages fail - the ERP packages.

Unit IV:

Enterprise application implementation projects: Rationale for ERP, Enterprise Architecture planning, Selection of an ERP vendor, Advantages

and problems of ERP implementation, Overview of ERP modules, ERP and related technologies.

Unit V:

Supply Chain and CRM Applications: Overview of Supply and demand chain, SCM framework, Advanced Planning Systems, Introduction to CRM applications, Growth of CRM Applications.

Unit VI:

Introduction to SAP R/3: SAP R/3 basics, Cross-Sectional analysis of other ERP systems with SAP R/3, SAP R/3 Client Server Architecture,

Unit VII:

Introduction to SAP R/3 Business process: Understanding SAP R/3 Business Process Reference Model, Business Process Integration on SAP R/3

Unit VIII:

Case Studies: These cases form the Crux of the subject . Students are required to study the following cases Studies seriously : -
1. ERP implementation at BPCL
2. Supply Chain Applications– SCM Practices (A), Wal-Mart SCM Practices(B)
3. Fed-Ex e-Procurement journey.
4. Sears Logistics Management Practices.
5. Fed-Ex – The leading supply solutions provider.
6. CRM Applications – CRM initiatives at 3M , Mobile CRM , Dow Chemical e-CRMStrategy.
7. CRM in Financial Service Industry – A People Soft's Experience.

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Learning Resources

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Text Books:
1. Enterprise Resource Planning –Alexis Leon -Tata McGraw Hill publication, 2/e, 2007.
2. Concepts in Enterprise Resource Planning - Brady , Monk and Wagner –ThomsonLearning, 3/e, 2012.

Reference Books:
1. CRM at the speed of Light .- Greenberg , Paul – TMH, 4/e, 2010.
The E-Marketplace : Strategies for success in B2B commerce – Raisch, Warren D – McGraw Hill inc., 1/e, 2001.