

# **GUJARAT TECHNOLOGICAL UNIVERSITY**

## **MASTER OF BUSINESS ADMINISTRATION (Global Program)**

**Year – II (Semester – IV) (W.E.F. January 2014)**

### **ELECTIVE SUBJECT**

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

**Subject Code: 2840004**

#### **1. Course Objective:**

- a. To introduce the student to the rationale for acquiring and implementing ERP systems, selection of ERP software, and integration of processes and transactions in the ERP system.
- b. To enable the student to understand the challenges associated with the successful
- c. Implementation of global Supply Chain ERP software with an emphasis on leadership and managerial implications/actions.
- d. To develop the student's organizational and analytical skills through the use of business cases studies, articles and working in teams.
- e. To learn principles of leading very large change initiatives by focusing on the rational and emotional aspects of organizational transformation. Enable the student to practice critical leadership thinking, tolerance of ambiguity, communication and interpersonal skills, creativity and general business instincts.

#### **2. Teaching Methods:**

- Case discussion
- Discussion on concepts and implementation issues on ERP, SCM and CRM
- Case discussion covering a cross section of gaining strategic advantage by applying BPR and ERP.
- Projects/ Assignments/ Quizzes/ Class participation etc
- Projects will require working in the organizations to study ERP implementation (or different modules) in a group of 4-6 students. Groups are responsible for identifying the organization that they wish to study for ERP applications. Groups that do not identify an organization on their own will have an organization assigned to them.
- Compulsory class presentation with live experiences of ERP modules or BPR.

**3. Course Duration:** The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

#### **4. Course Content:**

Module No:	Module Content	No. of Session	Marks (70 External exam)
I	<b>ERP Introduction</b> , Benefits, Origin, Evolution and Structure: Conceptual Model of ERP, Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP.	7	18
II	<b>Business Process Re engineering</b> , Data ware Housing, Data Mining, Online Analytic Processing (OLAP), Product Life Cycle	7	17
III	<b>*ERP Marketplace and Marketplace Dynamics:</b> Market Overview, Marketplace Dynamics, and The changing ERP Market. <b>*ERP- Functional Modules:</b> Introduction, Functional Modules of ERP Software, Integration of ERP, Supply chain and Customer Relationship Applications.	7	18
IV	<b>ERP Implementation Basics</b> , ERP Implementation Life Cycle, Role of SDLC/SSAD, Object Oriented	7	17
V	<b>Practical Module:</b> <b>ERP &amp; E-Commerce, Future Directives-</b> in ERP, ERP and Internet, Critical success and failure factors, Integrating ERP into organizational culture. Using ERP tool: either SAP or ORACLE format for a case study.	8	(20 Marks of CEC Internal Evaluation)

**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

**5. Evaluation:**

<b>A</b>	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
<b>B</b>	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)

<b>C</b>	End –Semester Examination	Weightage 70 marks (External Assessment)
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## 6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Alexis Leon	ERP	Tata McGraw Hill	ISBN: 9780070656802
T2	David L. Olson	Managerial Issues of Enterprise Resource Planning Systems	McGraw-Hill Higher Education	Latest Edition
T3	Jill O'Sullivan and Gene Caiola	Enterprise Resource Planning	Tata McGraw Hill	Latest Edition

## 7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	S. Sadagopan	ERP- A Managerial Perspective	Tata McGraw Hill	Latest Edition
R2	F. Robert Jacobs and D. Clay Whybark	Why ERP? A primer on SAP Implementation	McGraw-Hill Higher Education	Latest Edition
R3	Mahadeo Jaiswal, Ganesh Vanapalli	ERP	Macmillan India Ltd	Latest Edition
R4	Jyotindra Zaveri	Enterprise Resource Planning	Himalaya Publication	Latest edition
R5	Mr. C.S.V. Murthy	Enterprise Resource Planning (ERP) Text and Case Studies	Himalaya Publication	Latest edition

## 8. List of Journals/Periodicals/Magazines/Newspapers, etc.:

Journals relating to ERP, ERP Software for SMEs, Tally ERP software, SAP etc may be used.

## 9. Session Plan:

Session no.	Topic
1-2	Introduction to ERP - Benefit, Evolution and Structure, Common Myths and Evolving realities, ERP related technologies.
3-4	Conceptual Model of ERP, Scenario and Justification of ERP in India, Advantages
5-7	Business Process Re-engineering – Introduction to BPR, Need of BPR, ERP and
8-9	Supply Chain Management, Relevance to Data Warehousing, Data Mining and OLAP, ERP Drivers, Decision support system.
10-11	ERP Market, ERP implementation life cycle, Options of various paradigms
12-13	Evaluation criterion for ERP product, ERP Life Cycle: Adoption decision, Acquisition, Implementation, Use & Maintenance, Evolution and Retirement
14-15	Framework for evaluating ERP acquisition, Analytical Hierarchy Processes (AHP), Applications of AHP in evaluating ERP
16-17	Selection of Weights, Role of consultants, vendors and users in ERP
18-19	Implementation approaches and methodology, ERP implementation strategies, ERP Customization
20-21	Critical success and failure factors for implementation, Model for improving ERP effectiveness, ROI of ERP implementation, Hidden costs
22-23	ERP success inhibitors and accelerators, Management concern for ERP success, Strategic Grid: Useful guidelines for ERP Implementations.
24-25	ERP and Internet, Critical Factors guiding selection and evaluation, Integrating ERP into organizational culture
26-28	ERP & E-Commerce, Future Directives- in ERP, Technologies in ERP Systems and
29-36	<b>Practical Module:</b> Case Studies Development and Analysis of ERP Implementations in focusing the various issues discussed in above units through Soft System approaches or