



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 8th Semester

Subject Class: Elective

Subject Name: Enterprise Resource Planning

Subject Code: 2587164

With effective
from academic
year 2017-18

. Learning Outcomes:

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

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	Strategic Perspective of IT: <ul style="list-style-type: none"> Strategic IT Planning Business value of IT investments via digitization of business processes IT decision making and governance Business architecture and change management IT and business risk and IT-driven business agility and innovation. 	10	18
II	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: Conceptual Model of ERP, Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP 	10	17
III	ERP Marketplace and Marketplace Dynamics: Market Overview, Marketplace Dynamics, and The	10	18



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	changing ERP Market. ERP- Functional Modules: <ul style="list-style-type: none"> Introduction, Functional Modules of ERP Software – Sales and Distribution, Accounting & Finance, Production & Materials Management, Plant Maintenance, Quality Management, Human Resource Management, CRM and any other latest development. Integration of ERP, Supply chain and Customer Relationship Applications.		
IV	ERP Implementation: <ul style="list-style-type: none"> Business Process mapping and re-engineering, ERP Implementation Life Cycle, Role of Consultants, Vendors and Employees. Critical Success Factors: <ul style="list-style-type: none"> Guiding Selection and Evaluation of ERP, Strategies and CSF for Successful ERP Implementation, Causes of ERP Failure 	10	17
V	Practical Module: 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)

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	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 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 / 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



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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	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.)