

PAPER – XIV – ENTERPRISEWIDE INFORMATION SYSTEMS.

1. ENTREPRISE RESOURCE PLANNING:

Evolution of ERP-MRP and MRP-II problems of system islands need for system integration – and interface early ERP packages – ERP products and Markets – Opportunities and problems in ERP implementation.

2. ERP IMPLEMENTATION:

Identify ERP benefits – team formation

3. RE-ENGINEERING CONCEPTS:

The emergence of re-engineering concept – concept of business process – rethinking processes – Identification – Managing change in IT Organizations – Preparing

4. SUPPLY CHAIN MANAGEMENT:

The concept of value chain – differentiation between ERP and SCM – SCM for customer focused – need and specify of SCM scenario in India – products and markets of SCM products.

5. CUSTOMER RELATIONSHIP MANAGEMENT:

Competition and customer focus – Components of CRM – Models of CRM – Packages and Selection – Implementation – Integration with other Enterprise – Wide Systems. Web enabling of Enterprise-wide systems.

References:

1. Reengineering the Corporation – Michael Hammer & James Chamby.
2. Supply Chain Management – Sahay, Macmillan, New Delhi.
3. Enterprise Resource planning: The dynamic of operations Management Auraham Shutub.
4. E-Business & ERP: Transforming the enterprise By Grant Norris, et al
5. Introduction to supply chain Management – Robert B.Manelfield, Ernest L.JrNichols.
6. Customer Relationship Management Planning guide by Dick lee.
7. Customer Relationship Management: Linking people, process, & technology By Stanley A.Brown.