

CORE COURSE XI - ENTERPRISE SOFTWARE SYSTEMS

Objective: *In this course students shall learn various components of an application software that help computerize functioning of an enterprise such as sales, materials, production, financial , customer relationship AND supply chain modules.*

UNIT-I

A Foundation for Understanding Enterprise Resource Planning systems – Re-engineering and Enterprise Resource Planning Systems – Planning ,Design ,and Implementation of Enterprise Resource Planning Systems – ERP Systems: Sales and Marketing – ERP Systems: Accounting and finance ERP Systems :Production and Materials Management ERP Systems: Human Resources

UNIT-II

Managing an ERP Project – Supply chain Management and the marketplace – Rules of the game – Winning as a team.

UNIT-III

Solutions - Supply chains as Systems - Modeling the Supply Chain – Supply Chain Software - **Operations** – Meeting Demand – Maintaining Supply – Measuring Performance

UNIT-IV

Planning – Forecasting Demand – Scheduling Supply – Improving performance – Mastering Demand – Designing the Chain – Maximizing Performance

UNIT-V

Essentials of Customer relationship management – Designing CRM application – Various modules of CRM application - Advantages of CRM

TEXT BOOK:

1. **Sumner Mary**, Enterprise Resource Planning, First edition, Pearson education, 2006(ISBN 81-317-0240-5) (**Unit 1:** Chapters 1 to 7; **Unit 2:** Chapters 8, 9 (continued on text book number TWO))
2. **Taylor David A.**, Supply Chains (A managers guide), Pearson education, 2004 (ISBN 81-297-0334-3) (**Unit 2:** Chapters 1, 2, 3; **Unit 3:** Chapters 4, 5, 6, 7, 8, 9; **Unit 4:** Chapters 10, 11, 12, 13)
3. **Tiwana**, Essential guide to knowledge management : The e-business and CRM applications, Pearson education (ISBN 81-780-8326-4) (**Unit 5**)

REFERENCE BOOK:

1. **ALTEKAR Rahul V.**, Enterprise wide resource planning (Theory and practice), Prentice Hall of India, 2005 (ISBN 81-203-2633-4)
2. **Garg Vinod K & Venkitakrishnan N.K**, Enterprise resource planning, Second edition, Prentice Hall of India, 2006 (ISBN 81-203-2254-1).
3. **Handfield R. B & Nichols. Ernest L.**, Introduction to supply chain management, Prentice Hall of India, 2006 (ISBN 81-203-2753-5)