

RECENT TRENDS IN ENTERPRISE INFORMATION TECHNOLOGY

Unit I

BUSINESS PROCESS RE-ENGINEERING : Innovative or Perish – Waves of Innovation – What a Difference a Century Can Make? – Value Innovation & BPR – Change Management – “BPR” Philosophy – Models of “BPR”.

Unit II

SUPPLY CHAIN MANAGEMENT : Introduction to SCM – Evolution of Supply Chain Management – E-Business & Drivers of E-Business – Concept of Supply Chain Management – Understanding the SCM.

Unit III

SUPPLY CHAIN MANAGEMENT : SCM Frame Work – EDI, IOS, ECSS – E-Sourcing and Out-sourcing.

ENTERPRISE RESOURCE PLANNING: Introduction to ERP – Evolution of ERP – Materials Requirement Planning (MRP) – Manufacturing Resource Planning System (MRP II) and Money Resource Planning (MRP III).

Unit IV

ENTERPRISE RESOURCE PLANNING: ERP Packages – SAP – Relationship of ERP with other components of EIS – ERP implementation ERP Packages – SAP – Relationship of ERP with other components of EIS – ERP implementation – Personnel involved in ERP implementation.

Unit V

CUSTOMER RELATIONSHIP MANAGEMENT : Introduction to customer Relationship Management (CRM) – Evolution of CRM – Understanding CRM – Framework of CRM – Models of CRM – CRM Technology – Integration with other Enterprise Wide System – CRM in Practice.

Books for Study :

1. “ENTERPRISE WIDE INFORMATION SYSTEMS”, K. Balasubramaniyan, S.Usha Priya, K.Hema, IInd Edition – 2002.

Reference Book:

Using Information Technology – William, Sawyer, Hetisn, TMH – III Edition.