



Course Plan

Semester: 8 - Semester	Year: 2018-2019
Course Title: ERP Systems	Course Code: IT4102
Total Contact Hours: 3	Duration of ESE: 0 Hours
ESE Marks: 50	ISE & MSE Marks: 50
Lesson Plan Author: Miss. Pragati Sawant	Last Modified Date: 06-01-2019
Checked By: Miss. Pragati Sawant	Last Reviewed Date: 07-01-2019

Course Outcomes (COs):

At the end of the course the student should be able to:

1. Identify the important business functions provided by typical business software such as enterprise resource planning and customer relationship management .
2. Describe basic concepts of erp systems for manufacturing or service companies.
3. Analyze the technical aspect of telecommunication systems, internet and their roles in business environment.
4. Develop skills necessary for building and managing relationships with customers, and stakeholders.

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)**

Course Title: ERP Systems	Semester: 8 - Semester
Course Code: IT4102	Year: 2018-2019

Course Outcomes (COs) / Program Outcomes (POs)	a	b	c	d	e	f	g	h	i	j	k	l	PSO-1	PSO-2
1. Identify the important business functions provided by typical business software such as enterprise resource planning and customer relationship management .		3	1								3		1	
2. Describe basic concepts of erp systems for manufacturing or service companies.		3									3			1
3. Analyze the technical aspect of telecommunication systems, internet and their roles in business environment.		3									3		1	
4. Develop skills necessary for building and managing relationships with customers, and stakeholders.								3	3	1		3		

**Course Content**

Course Code: IT4102	Course Title: ERP Systems	
L-T-P: 3-0-0	Credits: 3	Contact Hrs: 3
ISE & MSE Marks: 50	ESE Marks: 50	Total Marks: 100
Teaching Hrs: 3		Exam Duration: 0 hrs

Content	Hrs
Unit - 1	
Chapter No. 1 - Introduction ERP Overview, Accommodating variety, Integrated management information, integration, Supply chain and resource management, Integrated data model scope, Technology and benefits of ERP & the modern enterprise.	4.00 hrs
Chapter No. 3 - ERP implementation Overview, Role of consultants, Vendors and Users, Customization, Precautions, Post implementation options, ERP implementation methodology and guidelines for ERP implementation, Mercedes Benz, Kee Hin Industries, Bull Electronics Angers Plant manufactures, Twentieth Century companies, Ameritech, Essar steel, Jindal Iron and steel company Ltd., Goderej soaps and associate companies, IREDA, Comparison and Conclusions.	7.00 hrs
Chapter No. 5 - Call Centers Mean Customer Interaction The functionality, Technological implementation, what is ACD (automatic call distribution), IVR (interactive voice response), CTI (computer telephony integration), Web enabling the call center, Automated intelligent call routing, Logging & Monitoring	5.00 hrs
Chapter No. 4 - Introduction to CRM & Automation Definition of CRM technology, CRM technology components, Customer life style, customer interaction, Introduction to eCRM: difference between CRM & eCRM, features of eCRM. Sales Force Automation (SFA): Definition & need of SFA, Barriers to successful SFA, SFA functionality, technological aspect of SFA: data synchronization, flexibility & performance, Reporting tools.	8.00 hrs



Chapter No. 2 - Business modelling for ERP Overview, Concept, Significance and principles of business engineering, BRP, ERP and IT business engineering with IT, ERP and management concerns, Building an MIS, Business as a system, Core process in a manufacturing company, Entities for data model in a manufacturing company, Extended ERP.	7.00 hrs
Chapter No. 6 - Implementing CRM Pre-implementation, Kick off meeting, Requirements gathering, Prototyping & Detailed proposal generation, Development of customization, Power User Beta Test & Data import, Training, Roll out & System hand off, Ongoing support. System optimization, Follow up.	5.00 hrs

Text Books (List of books as mentioned in the approved syllabus)

1. Vinod Kumar Garg, N. K. Venkita Krishna, Enterprise resource planning, 2nd Edition , PHI, 2003
2. Paul Greenberg, CRM at the Speed of Light: Social CRM Strategies, Tools, and Technologies for Engaging Your Customer, 4th Edition, McGraw Hill, 2009

References

1. Alexis Leon, Enterprise resource planning, 2nd Edition, McGraw Hill, 2008
 2. Buttle, Francis, Customer Relations Management, 2nd edition, Elsevier Publishing, 2009
 3. Jill Dyche, The CRM Handbook: A Business Guide to Customer Relationship Management, Addison-Wesley Professional, 2002
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Chapterwise Plan

Course Code and Title: IT4102 / ERP Systems	
Chapter Number and Title: 1 - Introduction ERP	Planned Hours: 4.00 hrs

Learning Outcomes:-

At the end of the topic the student should be able to:

	Topic Learning Outcomes	COs	BL
1	Discuss Supply chain and resource management	CO1	L2
2	Identify scope and benefits of ERP	CO1	L3
3	Demonstrate Integrated data model	CO1	L5

Lesson Schedule

Lecture No. - Portion covered per hour	Planned Delivery Date	Actual Delivery Date
1. Overview, accommodating variety	07-01-2019	
2. Integrated management information, integration	08-01-2019	
3. Scope, Technology and benefits of ERP, The modern enterprise	14-01-2019	
4. Supply chain and resource management, Integrated data model	11-01-2019	



Course Code and Title: IT4102 / ERP Systems	
Chapter Number and Title: 2 - Business modelling for ERP	Planned Hours: 7.00 hrs

Learning Outcomes:-

At the end of the topic the student should be able to:

	Topic Learning Outcomes	COs	BL
1	Identify the need of business modeling.	CO2	L3
2	Build business models	CO2	L6
3	Find the relationship between Business Engineering and IT	CO2	L5
4	Relate BRP, ERP and IT	CO2	L5

Lesson Schedule

Lecture No. - Portion covered per hour	Planned Delivery Date	Actual Delivery Date
5. Overview, Concept	18-01-2019	
6. Significance and principles of business engineering	21-01-2019	
7. BRP, ERP and IT business engineering with IT	22-01-2019	
8. ERP and management concerns, Building an MIS	25-01-2019	
9. Business as a system, Core process in a manufacturing company	28-01-2019	
10. Entities for data model in a manufacturing company	29-01-2019	
11. Extended ERP	01-02-2019	



Course Code and Title: IT4102 / ERP Systems	
Chapter Number and Title: 3 - ERP implementation	Planned Hours: 7.00 hrs

Learning Outcomes:-**At the end of the topic the student should be able to:**

	Topic Learning Outcomes	COs	BL
1	Analyze the need for implementing ERP package	CO2	L4
2	Discuss the roles of consultants, vendors and users in ERP implementation.	CO4	L2
3	Describe the process of customization.	CO2	L2
4	Identify the international issues of implementation of ERP.	CO2	L3

Lesson Schedule

Lecture No. - Portion covered per hour	Planned Delivery Date	Actual Delivery Date
12. Overview, role of consultants, vendors and users	05-02-2019	
13. customization, precautions, post implementation	11-02-2019	
14. ERP implementation methodology and guidelines for ERP implementation	12-02-2019	
15. Mercedes Bens, Keethin Industire, Bull Electronics Angers Plant manufactures	15-02-2019	
16. Twentieth Century companies, A meritech Essar steel, jindal Iron and steel company Ltd.	18-01-2019	
17. Goderaj soaps and associate companies, IREDA	22-02-2019	
18. comparison and conclusions	25-02-2019	



Course Code and Title: IT4102 / ERP Systems	
Chapter Number and Title: 4 - Introduction to CRM & Automation	Planned Hours: 8.00 hrs

Learning Outcomes:-**At the end of the topic the student should be able to:**

	Topic Learning Outcomes	COs	BL
1	1. Describe the various components and scope of CRM	CO1	L2
2	2. Identify the role of CRM in improving corporate productivity and profitability.	CO1	L3
3	3. Identify environmental changes that lead to CRM adoption	CO1	L3
4	4. Differentiate between CRM and eCRM	CO1	L4
5	5. Explain Sales Force Automation (SFA), it's need, functionality, technological aspect technological aspect and barriers to successful SFA.	CO3	L1

Lesson Schedule

Lecture No. - Portion covered per hour	Planned Delivery Date	Actual Delivery Date
19. Definition of CRM technology, CRM technology components	26-02-2019	
20. Customer life style, customer interaction	01-03-2019	
21. Introduction to eCRM	04-03-2019	
22. difference between CRM & eCRM, features of eCRM	05-03-2019	
23. Sales Force Automation (SFA) : Definition & need of SFA	08-03-2019	
24. Barriers to successful SFA, SFA functionality	11-03-2019	
25. technological aspect of SFA: data synchronization	12-03-2019	
26. flexibility & performance, Reporting tools	15-03-2019	



Course Code and Title: IT4102 / ERP Systems	
Chapter Number and Title: 5 - Call Centers Mean Customer Interaction	Planned Hours: 5.00 hrs

Learning Outcomes:-

At the end of the topic the student should be able to:

	Topic Learning Outcomes	COs	BL
1	Analyze Customer Interaction through call centers	CO3	L4
2	Discuss Response management	CO3	L2
3	Explain automated intelligent call routing, Logging & Monitoring.	CO3	L2

Lesson Schedule

Lecture No. - Portion covered per hour	Planned Delivery Date	Actual Delivery Date
27. The functionality, Technological implementation	25-03-2019	
28. what is ACD (automatic call distribution), IVR (interactive voice response)	26-03-2019	
29. CTI (computer telephony integration), Web enabling the call center	29-03-1999	
30. Automated intelligent call routing	01-04-2019	
31. Logging & Monitoring	02-04-2019	



Course Code and Title: IT4102 / ERP Systems	
Chapter Number and Title: 6 - Implementing CRM	Planned Hours: 5.00 hrs

Learning Outcomes:-

At the end of the topic the student should be able to:

	Topic Learning Outcomes	COs	BL
1	1. Outline the phases involved in CRM implementation.	CO1	L2
2	2. Identify factors to be considered while implementing CRM.	CO1	L3
3	3. Discuss the roles of consultants, vendors and users	CO4	L2
4	4. Identify the international issues of implementation of CRM.	CO4	L3
5	5. Discuss Application Service Providers (ASP)	CO4	L2

Lesson Schedule

Lecture No. - Portion covered per hour	Planned Delivery Date	Actual Delivery Date
32. Pre-implementation, Kick off meeting	05-04-2019	
33. Requirements gathering, Prototyping & Detailed proposal generation	08-04-2019	
34. Development of customization, Power User Beta Test & Data import	09-04-2019	
35. Training, Roll out & System hand off	12-04-2019	
36. Ongoing support. System optimization, Follow up	15-04-2019	

Date: 07-01-2019

Course in-charge

Module Co-ordinator

Head of Department