# Dr. V. N. Bedekar Institute of Management Studies, Thane
## Teaching Plan (MMS / PGDM)
## Academic Year (2014-15)

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**Programme**:  PGDM
**Name of the Course**: Enterprise Applications

**Maximum marks**: 50        **No. of Sessions**: 10

**Name of the Faculty**: Dr. Manjiri,Karandikar

**Mobile No**:        **Email**: mkarandikar@vpmthane.org

**Weblink**:
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**Learning Objectives:**

Enterprise Applications (EA) are a software solution that provide business logic and tools to model entire business processes for organisations to improve productivity and efficiency.
Examples include billing systems, customer relationship management systems and supplier relationship management systems.

**Reference Books:**

1. Demos/Screen Shots of ERP Software such as SAP, CRM and SCM products

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**Plan:**

| Session No | Topics to be covered | Pedagogy | Remark |
|:---:|---|---|---|
| 1 | Overview of IT applications in a common manufacturing cum marketing organizations. | Power Point Presentation, Whiteboard. Case study. | Completed |
| 2 | Overview of Applications in various Industry verticals such as Banking and Finance, Retail, Telecom, Healthcare etc | Power Point Presentation, Whiteboard. Case study. | |
| 3 | Enterprise Resource Planning (ERP) - Functional view of business proprocesses and how they are integrated using an ERPseess | Power Point Presentation, Whiteboard. Case study. | Completed |

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| 4 | Supply Chain Management – Need for Supply chain integration, Application overview of supply chain solution, advanced concepts such as Demand planning and Supplier Relationship management – functional and product perspective | Power Point Presentation, Whiteboard. Case study. | completed |
| 5 | Customer Relationship management – Concept of CRM, modules of a CRM product and what they do – such as sales force automation, forecasting, contact management etc | PPT,Interaction+ Discussion | Completed |
| 6 | Business Intelligence and Data Warehousing – Purpose of Data Warehousing, difference between data warehouse and a conventional Database , Data warehousing products, Steps in building a data warehouse – Extraction, Transformation and Loading (ETL) etc Data marts v/s Data Warehouse Multidimensional Analysis tools Data Mining – Concept of Data Mining, Various models and algorithms for mining, technology tools used for data mining | PPT,Diagram,Flow charts,Quiz on application oriented questions, | |
| 7 | Knowledge Management - Need for KM, Types of Knowledge, Capturing , storing, reusing knowledge , Implementing a KM initiative – application of KM in various industries | PPT, Case study,whiteboard | |
| 8 | Enterprise Content Management – role of content management – ERP and other transaction related records, web content, and other unstructured content. Integrating Content management in organizational workflows and ERP systems etc Examples of content | Power Point Presentation, Whiteboard. Case study. | |

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| | management tools and applications in various businesses | | |
| 9 | studies CaseEnterprise Portals – Concept of an enterprise portal, benefits to an organization, Technologies available for building such portals | Case study on different roles of IT | |
| 10 | Enterprise Application Integration- Challenges in integrating various enterprise applications – evolution of platform neutral concepts such as XML to achieve integration. – other modern technologies for application integration | **Group 1**:Application of IT in service sector<br>**Group 2**:ERP & IT<br>**Group 3**:CRM & IT<br>**Group 4**:Application of IT in manufacturing<br>**Group 5**:Application of IT in HR<br>**Group 6**:Information security challenges in E-Enterprieses | |

**Evaluation:**

**I) Internal:**

| Component | Details | Marks |
|---|---|---|
| Class Test | Two class test | 15 marks each |
| Presentation, Assignment etc. | Six Groups for presentation,each group is made up of four students | 10 marks |
| Class Participation | Quiz,Question-answer session,Interaction,Knowledge sharing | 5 marks |
| Student Conduct | Class participation | 5 marks |

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Dr. Manjiri,Karandikar

**Signature of Faculty**                                    **Signature of Co-ordinator**