



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

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Programme Name: MMS / PGDM: MMS

Name of the Course: Enterprise applications

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Dr. Manjiri Karandikar

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Weblink: NA

**Learning Objectives:**

- To understand basics of Enterprise applications.
- Learn in detail about enterprise applications
- To learn the tools and techniques used for enterprise data processing.

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**Reference Books:**

1. Business research methos – Willium Zikmund
2. Research methodology – Chawla and Sondhi
3. Marketing research - Nargundkar

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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Pedagogy</b>	<b>Remark</b>
1	Overview of IT applications in a common manufacturing cum marketing organizations	Case Study and examples	Completed
2	Overview of Applications in various Industry verticals such as Banking and Finance, Retail, Telecom, Healthcare etc	Theory and case study	completed
3	Enterprise Resource Planning (ERP) - Functional view of business processes and how they are integrated using an ERP. Benefits of ERP	PPT and examples	Completed



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4	Supply Chain Management – Need for Supply chain integration,	PPT and case study	Completed
5	Application overview of supply chain solution, advanced concepts such as Demand planning and Supplier Relationship management – functional and product perspective	PPT and Case study	completed
6	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 and examples	completed
7	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	PPT and case study	
8	Data Mining – Concept of Data Mining, Various models and algorithms for mining, technology tools used for data mining	PPT and examples	
9	Knowledge Management - Need for KM, Types of Knowledge, Capturing , storing, reusing knowledge , Implementing a KM initiative – application of KM in various industries	PPT	
10	Enterprise Content Management – role of content management – ERP and other transaction related records, web content, and other unstructured content	PPT and examples	



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11	Integrating Content management in organizational workflows and ERP systems etc Examples of content management tools and applications in various businesses	PPT and Lab exercise	
12	Enterprise Portals – Concept of an enterprise portal, benefits to an organization, Technologies available for building such portals.	PPT and examples	
13	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	PPT	
14	Case Studies and Presentations	Class presentations	
15	Case Studies and Presentations	Class presentations	



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	Test based on syllabus	20
Presentation	Based on topic allotted	10
Case Study	In class exercise	10
Participation		
Others		

**II) External:**  
**(Sample questions)**

**Signature of Faculty**

**Signature of the Co-ordinator**