

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – VI

Optional Courses

2. Information Technology Group

OIT 601 Enterprise Resource Planning

OIT 602 E - Commerce

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MBA (Evening)

Semester – VI

Information Technology Group

OIT 601

Enterprise Resource Planning

Objective:

To make the students able to participate in planning and implementation of advanced enterprise-wide systems and technologies in their career.

Course Contents:

Enterprise Resource Planning: Evolution of ERP – MRP and MRP –II problems of system islands – need for system integration and interface – early ERP Packages – ERP products and markets- Opportunities and Problems in ERP selection and implementation, ERP implementation, Identifying ERP benefits, team formation, Consultants intervention, Selection ERP, Process of ERP implementation, Managing changes in IT organization-Preparing IT infrastructure-Measuring benefits of ERP- Integrating with other systems, Post ERP, Modules in ERP, Business Modules of ERP packages, Reengineering Concepts, the emergence of reengineering concept-concept of business process-rethinking of processes-identification of re-engineering need – preparing for reengineering –implementing change-change management-BPR and ERP-Supply Chain Management, The concept of value chain differentiation between ERP and SCM-SCM for customer focus-need and specificity of SCM- SCM scenario in India- products and markets of SCM-issues in selection and implementation of SCM solutions- CRM solutions, E-business, Introduction to 1 – Net technologies – Evolution of E – Commerce, EDI and E – Business – business opportunities – basic and advanced business models on internet – internet banking and related technologies – security and privacy issues – technologies for E – Business. Future and Growth of E – Business

Suggested Readings:

1. Hammer, Micheal and Jamts Chamby Reengineering the Corporation, 1997
2. Leon, Alexix Countdown 2000, Tata McGraw
3. Ptak, Carol A. & Eli Schragenheim ERP, St. Lucie Press Ny, 2000

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Information Technology Group

OIT 602

E- Commerce

Objective:

The objective of the course is to acquaint the students with the use of E – Commerce in competing markets.

Course Contents:

Introduction to E-Commerce: Definition – Forces fuelling E-Commerce – Industry frame work – types – Internet Service Providers – Internet access providers – Internet v/s online Services; WWW Concepts – Technology – Applications – Electronic Payment Systems: Electronic Payment Technology – Digital Cash – Electronic Cheque – On-line Credit Card, Electronic Commerce and Banking; Changing dynamics in the Banking Industry – Home banking implementation approaches – Open v/s Closed models – Management issues in online Banking – Electronic Commerce and Retailing – changing retail industry dynamics – Online retailing – Management changelings – Electronic Commerce and publishing ; Online publishing strategies –approaches – Advertising and online publishing – Digital copyrights and Electronic publishing ; Intranets and Supply Chain Management; Managing retail supply chains – Supply Chain application software – Intranets and customer asset Management – Customer asset Management basics – online sales force – online customer service and support – Technology and Marketing strategy; Intranets and manufacturing ; Integrated logistic, -agile Manufacturing – Emerging Business requirements – Manufacturing Information Systems – Intranet based manufacturing logistic management; Intranets and Corporate Finance : Financial Systems – Financial Intranets – Software modules in Financial Information Systems – Transaction Accounting – Inventory Accounting Payment Management – Treasury and Cash Management – Human Resource Management Systems – size – structure of Financial Software Markets – The Corporate Digital Library – Intelligent Agents.

Suggested Readings:

1. Cady, G. H. and Part McGreger, The Internet, BPB Pub., Delhi, 1999
2. Carpenter, Phil, e Brands, HBS Press, Boston, 2000
3. Keen, Peter and Mark McDonald, The e-Process Edge, Delhi, Tata McGraw Hill, 2000
4. Mann, Catherine, L. Global Electronic Commerce, Institute for International Economics, Washington DC, 2000
5. Oberoi, Sundeep, e-Security and You, Delhi, Tata MacGraw Hill, 2001
6. Rich, Jason R. Starting an E-Commerce Business, IDG Books, 2000