Reference Books:

1. Data Analytics by V. P. Jain, Khanna Publishing House
2. Business Analytics by Sanjiv Jaggia, Alison Kelly, and R. A. Sharma (Indian adaptation), Cengage India
3. Fundamentals of Business Analytics by R. N. Prasad & Seema Acharya, Wiley India.
4. Business Intelligence and Analytics by Ramesh Sharda, Dursun Delen & Efraim Turban, Pearson India
5 Big Data: Concepts, Technology and Architecture by Thomas Erl, Pearson India

Elective Course 3: Enterprise Management System

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	S3SE511	Course Duration:	30 Hours

Course Objective:

- To introduce foundational concepts and strategic importance of enterprise systems.
- To equip students with practical skills for implementing and managing ERP systems within organizations.
- To develop analytical capabilities for evaluating enterprise systems' effectiveness and integration.
- To foster understanding of business process automation, resource optimization, and operational efficiency.
- To cultivate strategic insights into emerging trends and challenges in enterprise system management.

Course Outcomes:

- CO1: Understand the enterprise resource planning (ERP) and its integration for effective business.
- CO2: Describing the Enterprise Content Management in organisational workflow
- CO3: Analyse the various business application of enterprise system across the functions and verticals of the organisation
- CO4: Evaluate the emerging technologies available for building enterprise systems and portals and implementation strategies.

- CO5: Design Application Areas of ERP in SCM, and CRM to Business and value creation

Unit/ Module	Content	CO Mapping	Hours Assigned
1	Application areas of Enterprise Systems for Business, in various industry verticals and business such as service Industry like Banking and Finance, Retail, Telecom, Healthcare, Hospitality, Education, in a common manufacturing, FMCG, Government etc. and various functions of management Marking, Finance, Operations, Human Resources and as per business processes of the organisation	CO1, CO2, CO3	6
2	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 management tools.	CO1, CO2	4
3	Enterprise Portals – Concept of an enterprise portal, benefits to an organization, Emerging Technologies available for building enterprise portals for business	CO4, CO5	4
4	Enterprise Application Integration and Implementations strategies - Challenges in integrating various enterprise applications. Emerging technologies for application and system integration its merits and demerits and strategies for Enterprise system implementations	CO4, CO5	4
5	Application Areas of ERP in SCM, and CRM. Supply Chain Management (SCM) and Customer Relationship Management CRM–	CO4, CO5	6

	Need for Supply chain and Customer Relationship integration, Application overview of supply chain and Customer relationship solution, advanced SCM and CRM and ERP integration to Business and value creation		
6	Emerging Trends in Enterprise systems with related case studies	CO4, CO5	6

Textbooks:

1. Enterprise Systems for Management by Motiwala. Pearson (2008).
2. ERP Systems and Organisational Change by Bernard Grabot, Anne Mayère, and Isabelle Bazet. Springer (2008).

Reference Books:

1. Management Information Systems for the Information Age (9e) by Maeve Cummings. McGraw-Hill/Irwin (2012).
2. Management Information System- Managing the Digital Firm by Laudon and Laudon.
3. A Management Information Systems by O'Brien, James. Tata McGraw Hill, New Delhi,
4. Elements of Systems Analysis and Design by Marvin Gore. Galgota Publications.
5. Management Information Systems by Jaiswal and Mittal. Oxford University Press.