## GUJARAT TECHNOLOGICAL UNIVERSITY MASTER OF BUSINESS ADMINISTRATION

# Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)

Specialization: Elective

Subject Name: Enterprise Resource Planning (ERP)

Subject Code: 3549282

#### 1. Learning Outcome:

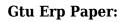
- Understand the process view of organization, its problems ad need for reengineering.
- Understand different enterprise application, rationale for acquiring and implementing ERP systems, selection of ERP software, and integration of processes and transactions in the ERP system
- Describe current advancements in information technology like Data Warehousing,
   Data Mining, Green Computing and Business Intelligence.
- Understand the importance of leadership and managerial implications/actions in ERP success.
- 2. Course Duration: The course duration is of 36 sessions of 75 minutes each.

#### 3. Course Content:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
1	Process view of organization Make to stock and Make to order cycles  ERP Introduction:  Origin, Evolution and Structure and Benefits: Conceptual Model of ERP, Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP	9	18
п	Advancement of IT and Impact on organizations data management:  Data ware Housing, Data Mining, Online Analytic Processing (OLAP)  Product Life Cycle Management (PLM)	9	17
ш	ERP Marketplace and Marketplace Dynamics:         Market Overview, Marketplace Dynamics, and The changing ERP Market.     ERP- Functional Modules:         Introduction, Functional Modules of ERP Software	9	18

# **Gtu Erp Paper**

Jin-Ying Zhang



Reviewing **Gtu Erp Paper**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Gtu Erp Paper**," an enthralling opus penned by a very acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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