

# The New Generation Enterprise Systems: **ERP, CRM, BI and SCM**

January 09-14, 2017



Executive Education  
Indian Institute of Management, Ahmedabad

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All-encompassing in its features, an ERP package can store, retrieve, and process transactions of all business functions of an organisation in an integrated fashion. Implemented on a computer network using client/ server or web technology or on a cloud platform, an ERP package accomplishes its tasks through enterprise-wide shareable databases. More than two decades have passed since organisations started implementing ERP. Many organisations that have implemented ERP successfully are moving to next version of ERP. Several others have implemented other softwares such as Customer Relationship Management (CRM) or Supply Chain Management (SCM) which takes advantage of ERP solutions. Certain organizations have faced problems in first ERP implementation but are still considering going for the next version. 'Cloud Computing' brings another opportunity to the IT managers. Linking ERP with CRM, SCM or BI provides another opportunity to develop complete 'Enterprise Systems.'

If properly implemented, an enterprise system can provide significant competitive benefit to the user organisation. Yet, the reported experiences in using this technology are a mixture of successes and failures. The enthusiasm with which enterprise-wide projects are initiated is rarely matched by the resources and effort committed to its implementation. The time required for the implementation project is usually under-estimated. In some cases, the performance of the system after implementation did not match with the expectations raised at the time of its selection. It is, therefore, vital for the prospective users of this technology to be clear on the factors that contribute to the success of large scale IT implementation and to fully realize the implications of adopting an enterprise solution.

This programme analyses the above issues and helps the participants view all Enterprise Applications in the right perspective.

## Objectives

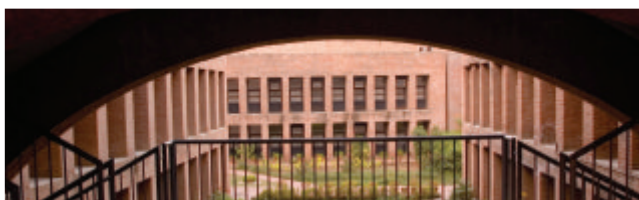
To provide the participants an overview of the strategic fit of enterprise-wide solutions and to analyse the factors that lead to successful specification, acquisition, and implementation of these packages in an organisation.

## Content

- Introduction to the New Generation ERP
- ERP, BI, SCM and CRM: Putting them in Perspective
- Understanding Cloud Computing
- Computing Infrastructure for ERP
- Business Process Reengineering
- Creating Inter-organisational Systems
- Managing the Consultants
- Implementation Issues
- Change Management for IT Projects

## Pedagogy

Lectures, case discussions, presentations, and experience sharing by users and vendors who have exposure to Enterprise Software.



## Target Audience

All managers concerned with introducing or enhancing enterprise-wide solutions such as ERP, CRM, SCM, BI or package in their organisations. Specifically, we invite applications from:

- System managers and above who are likely to participate in IT implementation project as members of steering committees or project execution committees in user organisations.
- Other managers who want to get an exposure to what ERP/CRM/BI/SCM is all about.

## Faculty

- Kandathil, George
- Krishnamoorthy, Srikumar
- Mukherjee, Saral
- Verma, Sanjay (Faculty Chair)  
E-mail: sverma@iima.ac.in

Nominations should reach the Officer - Executive Education latest by **December 26, 2016** and last date for early bird discount is **December 19, 2016**.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

IIMA norms do not allow participants to have guests stay with them during the programme.

The programme fee should be received by the Executive Education Office latest by **December 26, 2016**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/ organisation concerned.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organisational Behaviour
- Human Resource Management
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- Gender Resource Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



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