Increased competition, technology and globalization have forced organizations to rework their traditional business methods and systems in pursuit of greater efficiency and value. The Enterprise Management Information Systems have to support business processes that can span multiple departments and in many cases, they can escape the boundaries of an organization to share information with partners, suppliers, and customers. Business systems should ensure that information entered in one information system can be shared with other systems used elsewhere in the organization.

This course involves the study, selection, implementation and management of standard Enterprise Management Information Systems (Business Systems) including ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), SCM (Supply Chain Management) and HCM (Human Capital Management).

OBJECTIVES AND SKILLS
At the end of this course and having completed the activities the students should be able to:
- Analyze the purpose, components, and issues related to common business information systems.
- Analyze the impact of business processes and information systems on an organization
- Explain the factors that influence how an organization selects information systems.
- Compare different methodologies for information systems development.
- Evaluate various functional systems.
- Learn the different business systems available in the market place
- Know the main characteristics of the different brands
- Understand how to choose the best system for the company needs today and in the future.
- Identify the risks and benefits associated with using consultants to assist implementation
- Configuration vs. customization
- Configure a basic ERP
- Understand the relationship between different modules and systems
- Test the system
- Produce basic documentation

**METHODOLOGY**

A combination of lectures and practical classes will be used. We will use a cloud open source solution to better understand the concepts and do the group assignments.

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>33.34 %</td>
<td>50 hours</td>
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<tr>
<td>Discussions</td>
<td>13.34 %</td>
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<td>Exercises</td>
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<td>Group work</td>
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<td>TOTAL</td>
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PROGRAM

SESSION 1
Introduction to the course
Enterprise Management Essentials

SESSION 2
Enterprise Management Systems (EMS) Evolution
EMS types (ERP, CRM, HCM, SCM)

SESSION 3
Reasons to implement a standard EMS
Advantages and disadvantages
Implementation Approach

SESSION 4
EMS Market
First and second tier vendors
The Gartner Magic Quadrant

SESSION 5 (FORUM)
Guest Speaker: Microsoft Dynamics

SESSION 6
Planning and Package selection

SESSION 7 (LABORATORY)
Introduction to Odoo (Opensource ERP)
Basic Configuration

SESSION 8
Configuring and Customizing ERP SW
Differences and implications

SESSION 9
SESSION 10 (LABORATORY)
Purchase Management Configuration in Odoo (Practical session)
Configuration of vendors, products, categories, conditions and payment methods

SESSION 11
Sales Management Introduction
Customers, quotations, product, invoicing methods, prices

SESSION 12 (LABORATORY)
Sales Management Configuration in Odoo (Practical session)

SESSION 13
Inventory Management Introduction
Basic Concepts. Perpetual vs. Periodic inventory. Valuation Methods (FIFO, LIFO)
Supply Chain Management (SCM) essentials

SESSION 14 (LABORATORY)
Inventory Management Configuration in Odoo (Practical session)

SESSION 15
Accounting Management
From Invoice to Payment Collection
From Vendor Bills to Payments

SESSION 16 (LABORATORY)
Accounting Management Configuration in Odoo (Practical session)

SESSION 17

SESSION 18
Standard Enterprise Business systems and Business Process reengineering

SESSION 19
Customer Relationship Management (CRM)
Salesforce management, service management, marketing management

SESSION 20
CRM Market
Main players. CRM Evolution.

SESSION 21 (LABORATORY)
CRM Configuration in Odoo (Practical Session)

SESSION 22
E-commerce platforms
SAP Hybrids and salesforce.com

SESSION 23 (LABORATORY)
E-commerce configuration in Odoo (Practical Session)

SESSION 24
Introduction to Human Capital Management (HCM)

SESSION 25 (FORUM)
Guest Speaker: SAP HCM (Success Factors)

SESSION 26 (LABORATORY)
Human Capital Management Configuration in Odoo (Practical Session)

SESSION 27
Wrap up session. CRM, e-commerce, HCM.

SESSION 28
The use of consultants
Change management

SESSION 29
Documentation Generation

Final considerations and course review

SESSION 30

FINAL EXAM
BIBLIOGRAPHY
Buy your books here.
IE Library Permalink: https://ie.on.worldcat.org/courseReserves/course/id/12025884
Enterprise Systems for Management (2nd Edition). By Luvia Motiwalla and Jeffrey Thompson
https://odoo.thinkific.com/courses/odoo-functional
https://www.successfactors.com/en_us/services/training.html
https://open.sap.com/courses

EVALUATION CRITERIA

<table>
<thead>
<tr>
<th>Criteria</th>
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<tr>
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<tr>
<td>Class Participation</td>
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<tr>
<td>Individual Presentation</td>
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<tr>
<td>Group Presentation</td>
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<tr>
<td>Intermediate Tests</td>
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PROFESSOR BIO
Professor: JAVIER REINA JULIÁ
E-mail: jreina@faculty.ie.edu

Javier Reina holds a degree in Economics & Business Administration by the Univerisidad Autonoma de Madrid. During his university degree he studied international business in the University of Stockholm. In 2002, he earned an International MBA by IESE and the Ross School of Business.

He has work for IBM, Citibank and Informática El Corte Inglés where he has spent most of his professional career. He started as a consultant of ERP and CRM, latter he became project manager. In Informática El Corte Inglés he has been Strategy Manager and Sales Manager helping companies to use technology efficiently to be more competitive. Now he works for the IT Consulting firm VASS as Director.

OTHER INFORMATION

CODE OF CONDUCT IN CLASS

1. Be on time: Students arriving more than 5 minutes late will be marked as “Absent”.
Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).
2. If applicable, bring your name card and strictly follow the seating chart. It helps faculty members and fellow students learn your names.
3. **Do not leave the room during the lecture:** Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.

Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones:** IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.