

t.CESY - CRM- und ERP-Systeme

Person responsible for the course: Pietro Brossi, brpi
Credits: 4
Valid for: 2010/2011
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Learning objectives:

The student:

- develops a fundamental understanding for the deployment and integration of different business software solutions and SW-systems in the area of CRM & ERP-based products with hands-on experience
- is in a position to determine key performance factors/indices and can assist business units in the evaluation- and implementation process
- learns how to define basic business-processes and how to transform them into software tasks
- has a basic understanding of interfaces and compatibility issues of different ERP-/CRM-products

Course content:

Lecturing:

- define concepts and functions of ERP- & CRM-systems
- recognizes possibilities and implementation options to integrate business processes using BI/re-engineering or other methods using modern software solutions
- basis parameters for product evaluations and functional limitations
- how to help the business units to implement ERP-/CRM-software

Practical training:

- design and define business processes using 2 standard software packages
- how to organize an implementation project and assist the project team during the project phases
- hands-on training with Navision and Saleslogix

Previous knowledge:

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Teaching method:

Type of lesson:	Number of lessons per week:
Lecture	14*2
Tutorial/Practicum	7*4
Group teaching	
Block instruction	
Seminar	

Assessment:

According to the table or as specified in writing by the lecture at the beginning of the semester!

Number	Type	Weighting
1	End of term exam	60 %
2	Exam during the semester	20 %
1	Further assessments	20 %

Language of instruction:

Deutsch

Instruction material:

<http://nereus.zhaw.ch/index.html>

Microsoft Dynamics Nav 2009 Application Design, Taschenbuch: 496 Seiten, Verlag: Packt Publishing (11. Juni 2010), Englisch
ISBN-10: 1849680965
ISBN-13: 978-1849680967

Kundenorientierung. Bausteine für ein exzellentes Customer Relationship Management (CRM), Manfred Bruhn, DTV-Bec

Comments:

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