

t.CESY - CRM- und ERP-Systeme

Person responsible for the course: Pietro Brossi, brpi
Credits: 4
Valid for: 2011/2012
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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
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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
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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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