

t.CESY - CRM- und ERP-Systeme

Person responsible for the course: Pietro Brossi, brpi
Responsible OU: InIT
ECTS: 4
Valid for: 2012/2013
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Expertise:

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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Methodological skills:

Practical training:

- design and define business processes using 2 standard software packages
 - self paced training work in teams of 2
 - hands-on training with Navision and Saleslogix
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Social skills:

Gain some basic understanding for the value and importance of ERP and CRM systems in today's business world.

Be able to work in teams on target based objectives.

Personal skills:

Fluent in reading and writing of technical and business formulated text.

Able to establish and complete concentrated homework on remote virtual systems.

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

Previous knowledge:

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Teaching method:

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

Assessment:

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

description	type	form	scope	assessment	weighting
Performance records during school hours					
Semester end exam					

Language of instruction:

German or English

Instruction material:

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

Microsoft Dynamics NAV 2013 - GrundlagenNav 2013

Paperback: 450 pages, Verlag: Microsoft Press

(March 2013), German, ca. Fr. 50

ISBN-10: 3866455682

ISBN-13: 978-3866455689

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

Additional literature:

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Comments:

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