

ERP & CRM
B.E. Sem. VIII [INFT]

(Elective – II)

EVALUATION SYSTEM

	Time	Marks
Theory Exam	3 Hrs.	100
Practical Exam	–	–
Oral Exam	–	25
Term Work	–	25

SYLLABUS

- **Prerequisite:** Information Technology for Management of Enterprise.
- **Objective:** The aim this course is to give an insight into the principles of enterprise planning systems, its utility and implementation issues. The course introduces ERP and beyond ERP applications. Also it gives idea of CRM, CRM strategy, CRM Systems and its Implementation, CRM In Different Markets, e-CRM, Current Trends In CRM & Future Of CRM.

Part – I : ERP

1. **A Foundation for understating Enterprise Resource Planning (ERP) Systems:** What is ERP?, what does it do?, the evolution of ERP, the applicability of ERP, ERP as a foundation, the ABCs of ERP implementation, class ABCD, implementers and reimplementers, the implementers' dilemma.
2. **ERP Implementation (Company-Wide) and Challenges:** Catch-22, an aggressive implementation schedule, the three knobs, the proven path. Schedule by function, not software modules, cut the cloth to fit the pattern, time waster.
3. **ERP Softwares:** Introduction, category 1, category 2, category 3, enterprise software, software selection, configuration and enhancement, installation, on-going support, bolt-on support, selecting bolt-on support, managing request for changes.
4. **Getting Ready and Project Launch:** Audit/Assessment 1, first-cut education, vision statement, cost/benefit analysis, go/no go decision, the implementers' checklist. Project organization, performance goals.
5. **Initial Education:** Objective of education for ERP, criteria for a program to accomplish behavior change, the change process.
6. **Sales and Operations Planning:** Where does it fit?, why is top management necessary?, the monthly S&OP process, the S&OP implementation steps, S&OP across the board.
7. **Process Definition and Data Integrity:** Defining demand management, planning and scheduling process, creating the project schedule, maintaining the project schedule, managing the schedule, policies, defining and implementing finance and accounting processes, timing. Inventory balances, scheduled receipts, allocations, bills of material, routings, customer orders, forgiving data, item data, worker center data, forecasts.
8. **ERP (phase I, II and III):** Three ways to implement systems, three kinds of pilots, cutover, the need for feedback during cutover, the potential inventory blip, don't starve the sources, the inadvertent big

bang cutover, performance measurements, audit/assessment II. Supply chain integration, collaborative forecasting, audit/assessment III. Overview of Quick-Slice ERP, where quick slice applies, how can it be done so quickly?, quick-slice implementation details. Operating ERP, The Strategic Future See it, time and knowledge, zero inventory, internet, choices, selling ERP in strategy.

- 9. Securing & Auditing ERP Systems:** Concepts, strategies, and various tools to promote security of an ERP System. They will configure, monitor, and trace various aspects of ERP vulnerability, evaluating security of database tables, identifying separation of duty concerns and isolating critical authorizations that pose risks to system security

Part – II: CRM

- 1. Basics of CRM:** Introduction, Definition, CRM as a business strategy, Elements of CRM, CRM Processes and systems, Entrance, applications and success of CRM, Description of customer-supplier relationships, The dynamic in relationships, Communities.
- 2. CRM as an Integral Business Strategy:** The nature of the CRM strategy, the context of the CRM strategy, the results of a successful CRM strategy. The relationship-oriented organization: Mission, Culture, Structure, People, Communication and information, Systems, Where do we stand.
- 3. Customer Knowledge:** The value of customer knowledge, The utilisation of data as an asset, From data to customer, knowledge, Privacy, Personal Data Protection Act, Information policy.
- 4. Communications and Multi-channels:** Multi-channels defined, the channels, Customers and the use of the channels, Influence of the channels on pricing and the formation of relationships, Recommendations on multichannel communication. The Individualized Customer Proposition: Customisation, Individualisation of the product offering, Individualised pricing policy.
- 5. The Relationship Policy & Relationship Data Management:** Improvement of the size and quality of the customer database, Relationship policy per segment, Relationship policy by relationship phase, Translating the relationship policy into contact moments, Loyalty programmes. Customer identification, Expanding the size of the customer database, Customer profiling, Data analyses and data mining, Experiences with data analysis, The analysis process, Data mining.
- 6. Segmentation and Selection:** Segmentation and selections, Segmentation study as input for the formulation of the marketing strategy, Segmentation research used in compiling the list.
- 7. Retention, cross-sell Analyses and the Effects of Marketing Activities:** Retention and cross-sell analyses, Retention, Cross-selling. The effects of marketing activities, evaluating the effect of marketing activities on the customer value, Experiments, The learning organization. Reporting results, Lifetime value, Alternatives for lifetime value, Balanced score card.
- 8. Call Centre Management:** Call centre management, Call centres described, Call centres and human resources, determining the service level, Capacity planning, managing satisfaction using telephone contact, managing the quality of contacts through other channels, Key performance indicators.
- 9. Internet and the Website & Direct Mail:** Internet and the website, Traffic building, Starting points for providing quality during the visit, Creating quality during the visit, From visit to transaction, From transaction to delivery, From delivery to retention, Measuring the results, direct mail, the position of direct mail, The process of developing, producing, sending and following-up direct mailings, Effective direct mail messages.
- 10. CRM Systems and its Implementation:** CRM systems, Overview of CRM systems, The call centre, The Internet and the website, Data warehouse and datamart, Campaign management systems, Content management system, Suppliers of CRM systems, Causes for disappointing results, An initial

exploration with CRM and how companies handle this, The CRM road map, CRM project management, International or cross-division projects.

11. CRM In Different Markets And e-CRM: CRM In Different Markets, CRM In B2C Markets, CRM Systems In B2B Marketing, Value Added Partnerships (VAPs), Market Intelligent Enterprise, What Is e-CRM, e-CRM Vs CRM, The Six “E’s” Of e-CRM, Key e-CRM Features, Evolving To e-CRM, e-CRM Assessment, e-CRM Strategy Alignment, e-CRM Architecture, Basic Components And Architecture Of e-CRM Solution.

12. Current Trends In CRM & Future Of CRM: Current Trends In CRM, Future Of CRM, Factors which influence the future of CRM, The continuation of the journey, Is CRM A Science Or An Art?, 20th And 21st Century Business Models.

Reference Books :

1. ERP: Making It Happen, (*T. F. Wallace and M. H. Kremzar*) Wiley.
2. Customer Relationship Management, (*Ed Peelen*) Pearson Education.
3. Enterprise Resource Planning”, (*Mary Sumner*) Pearson Education.
4. Concepts in Enterprise Resource Planning (*Brady, Monk, Wagner*)
5. ERP Demystified, (*Alexis Leon*) TMH.
6. ERP – A managerial and Technical Perspective (*S. Parthasarathy*) New Age International Publications.
7. Customer Relationship Management (*Jagdish N. Sheth, Atul Parvatiyar and G. Shainesh*) TMH.
8. Customer Relationship Management (*R. K. Sugandhi*) New Age International Publications.
9. E-Business & ERP: Transforming the Enterprise (*Norris, Grant, Hurley, James R., Hartley, K.M., Dunleavy, John R. and Balls, John, D. Hardcover*) Wiley.

