

Introduction to SAP CRM						
Module code	Workload	Credits/CP	Semester	Frequency of module		Duration
	180 h	6	1	Summer Semester		1 Semester
1	Module	Teaching Language	Contact hours	Self-study	Class size	
	Introduction to SAP CRM	English	4 SWS / 45 h	135 h	15	
2	<p>Learning outcomes After completing this course, the students are able to:</p> <p>Knowledge (1)</p> <ul style="list-style-type: none"> Describe the meaning of CRM. Describe the interaction of a CRM System in a SAP landscape. Name and describe basic functions of SAP CRM. <p>Understanding (2)</p> <ul style="list-style-type: none"> Assign and classify these functions to appropriate fields. Understand what are Business Partners and Master Data. Understand the process chain from the first contact up to billing. Explain the requirements to create a customer segmentation. Explain why an opportunity is a very important step in a sales process. <p>Practice (3)</p> <ul style="list-style-type: none"> Create the necessary objects for the Case Studies and execute these . Follow the presentation topics in the CRM system. <p>Analysis (4)</p> <ul style="list-style-type: none"> To compare different CRM applications. To identify possible fields of application. <p>Synthesis (5)</p> <ul style="list-style-type: none"> To develop a concept for CRM related business processes in an organisation . <p>Evaluation (6)</p> <ul style="list-style-type: none"> To question business processes in companies related to CRM. To give recommendations for changing CRM business processes. 					
3	<p>Individual component content</p> <ul style="list-style-type: none"> Introduction Architecture Middleware SAP CRM User Interface (WebUI), Basic principles of WebUI, Business Roles, Navigation, Customizing Master Data: Business Partner , Organisation Model, Product Master Theory and Case Studies in <ul style="list-style-type: none"> ➤ Marketing ➤ Sales ➤ Service ➤ CRM Channel Management 					

	<ul style="list-style-type: none"> ➤ Interaction Center ➤ Service • Presentations with CRM topics out of the fields Marketing, Sales and Service
4	<p>Teaching methods</p> <ul style="list-style-type: none"> • Lectures style • Exercises and practice in the SAP System
5	<p>Prerequisites</p> <p>Basic principles of business processes in Marketing, Sales and Service</p>
6	<p>Methods of assessment</p> <ul style="list-style-type: none"> • Presentation • Final written exam
7	<p>Applicability of module</p> <p>Elective in Business Consulting Masters course</p>
8	<p>Person responsible for module Prof. Dr. Thomas Marx</p> <p>Lecturer Dipl.-Ing. Erwin Grieshaber</p>
9	<p>Reading list (Core texts and recommended texts)</p> <ul style="list-style-type: none"> • Srini Katta: Discover SAP CRM, SAP Press, ISBN: 978-1-59229-173-1 • Michael Fuchsle, Matthias Zierke: SAP CRM Web Client Customizing and Development, SAP Press, ISBN: 978-1-59229-297-4 • Christian Kletti; Christian Stöcker.; Marketing with SAP CRM; Galileo Press, ISBN 978-3-8362-1285-4 • Sales and Distribution in SAP ERP, M. Chudy, L. Castedo, Galileo Press, 2011 • Markus Kirchler, Dirk Manhart: Service with SAP CRM, Galileo Press, 2009