

ITERPCRM ERP and CRM: 15 op

Perustiedot

Tunnus

ITERPCRM

Voimassaoloaika

21.2.2023 - 31.7.2032

Kesto (vuotta)

0

Pääasiallinen opetuskieli

englanti

Tarkennukset

Luokittelu

IT and Digitalisation (ENG) Minor Packages

Yksikkö

IT-Tradenomi

Kuvaus

Sisällön valinnaisuus, esitietovaatimukset ja tarjontatiedot

Sisällön valinnaisuus

Kaikki pakollisia

COR004AS2AE ERP 1: 5 op

Laajuus (op)

5 - 5

Vastuuhenkilöt

Jarmo Harmonen , Nina Rostén

Opetuskieli

englanti

Osaamistavoitteet

After completing this course, the student:

- understands principles on Enterprise Resource Planning system and core business processes
- can use the system with core business processes

Sisältö

Business processes in practice with Enterprise Resource Systems. Systems are SAP S/4 HANA and Microsoft Dynamics.

Practical case assignments in ERP-systems : sales, purchasing, production planning, accounting & finance

Assessment criteria**Assessment criteria - grade 1**

Grade 1 (40%)

Student has sufficient knowledge of ERP basic concepts and business processes. Student has weak hands-on skills in use of SAP ERP system.

Assessment criteria - grade 3

Grade 3 (70%)

Student has good knowledge of ERP basic concepts and business processes. Student has good hands-on skills in use of SAP ERP system.

Assessment criteria - grade 5

Grade 5 (90%)

Student has excellent knowledge of SAP ERP basic concepts and business processes. Student has very good hands-on skills in use of SAP ERP system.

ICB006AS2AE Managing CRM Processes: 5 op**Laajuus (op)**

5 - 5

Koulutus

ITBBA Business Information Technology

Vastuuhenkilöt

Seppo Karisto , Tuomo Ryyränen

Opetuskieli

englanti

Osaamistavoitteet

Upon successful completion of the course, the student
will learn what the term CRM means
will understand the value of data for CRM use purposes
can evaluate business requirements for CRM
gain practical experiences how to use CRM information system (Salesforce)

Sisältö

Theoretical part of CRM

- marketing, customer relationship management
- operational CRM
- analytical CRM
- collaborational CRM
- digital footprint

- how web pages are collecting customer data
- Salesforce practical exercises/ Salesforce trails

CRM as a business concept
Introduction to marketing models: Mass marketing vs. Relationship marketing
Self study part based on literal research
Web as a CRM and mass surveillance platform:
How customer data can be collected in the
How users on the web can protect their privacy (hands on guidance included)
CRM and business requirements
Feasibility study
Hands on method how to integrate feasibility study requirements into CRM processes
Hands on exercises on cloud based CRM system
Final report
The final report presents how to integrate business requirements
Identify what are the technical, service and business needs before CRM can be utilized in business

Lisätiedot

- possibility to get Salesforce badges (useful in CV)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites, sales course recommended

Assessment criteria

Assessment criteria - grade 1

Fair knowledge of the course subject. Collected more than 45% of the total course points.

Assessment criteria - grade 3

Good knowledge of the course subject. Collected more than 65% of the total course points.

Assessment criteria - grade 5

Excellent knowledge of the course subject. Collected 90% of maximum amount of the course points.

Assessment criteria, approved/failed

Min. 80% of assignments submitted and approved, must contribute to team assignment

COR005AS2AE ERP 2: 5 op

Laajuus (op)

5 - 5

Vastuuhenkilöt

Jarmo Harmonen , Nina Rostén

Opetuskieli

englanti

Osaamistavoitteet

Upon successful completion of this course, the student:

Is able to work independently with advanced business processes in SAP ERP system.

Is able to configure SAP ERP system within areas in course content (Financials & accounting (FI), Purchasing (MM) and Sales & Distribution (SD)).

Sisältö

Course is based on practical advanced project assignment in SAP S/4 HANA -system. All project phases include written reporting.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

pre-requisite: ERP 1 / SAP ERP 1 / Toiminnanohjausjärjestelmät 1 or equivalent knowledge

Assessment criteria

Assessment criteria - grade 1

Student understands functionality of ERP-system and system configuration at sufficient level.

Assessment criteria - grade 3

Student understands functionality of ERP-system and system configuration at good level.

Assessment criteria - grade 5

Student understands functionality of ERP-system and system configuration at excellent level.

Student has very good configuration skills in SAP ERP system.

Tunnus	Nimi	Summa
ITERPCRM	ERP and CRM	15
COR004AS2AE	ERP 1	5
ICB006AS2AE	Managing CRM Processes	5
COR005AS2AE	ERP 2	5