

M.Tech(IT) : Group C
Paper Code : MT32C
Paper Title : ERP & CRM

SYLLABUS

1. Hello, Goodbye: The New Spin on Customer Loyalty

The Cost of Acquiring Customers, From Customer Acquisition to Customer Loyalty, to Optimizing the Customer Experience, How the Internet Changed the Rules, What's In a Name?, CRM and Business Intelligence, The Manager's Bottom Line

2. CRM in Marketing

From Product to Customer: A Marketing Retrospective , Campaign Management, CRM Marketing Initiatives, Cross-Selling and UP-Selling, Customer Retention, Behavior Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization, Event-Based Marketing, Customer Privacy – One-to-One's Saboteur?, A Marketing Automation Checklist for Success

3. CRM and Customer Service

The Call Center and Customer Care, The Contact Center Gets Automated

4. Sales Force Automation

Sales Force Automation: The Cradle of CRM, Today's SFA, SFA and Mobile CRM, From Client/Server to the Web, SFA Goes Mobile, Field Force Automation, An SFA Checklist for Success

5. CRM in E-Business

E-CRM Evolving , Multi channel CRM, CRM in B2B, Enterprise Resource Planning, Supply Chain Management, Supplier Relationship Management, Partner Relationship Management, An e-Business Checklist for Success, The Manager's Bottom Line

6. Analytical CRM

The Case for Integrated Data, A Single Version of the Customer Truth, CRM and the Data Warehouse, Enterprise CRM Comes Home to Roost, The Major Types of Data Analysis, OLAP, Where Theory Meets Practice : Data Mining in CRM, Click stream Analysis, Personalization and Collaborative Filtering, An Analysis Checklist for Success

7. Planning Your CRM Program

Defining CRM Success, Preparing the CRM Business Plan, Understanding Business Processes, BPR Redux: Modeling Customer Interactions, Analyzing Your Business Processes

8. ERP – An Introduction

What is ERP, The Full Potential of ERP, What will ERP fix in my business?, Enterprise Systems Show Results

9. Related Costs

Will ERP fit the ways I do business?, What are the hidden costs of ERP?, Why do ERP projects fail so often?, How do I configure ERP software?

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10. Organisation of ERP Projects

How do companies organize their ERP projects? How does ERP fit with e-commerce?, CASE STUDY, An Overview of Change , Management, What is change Management?, A Closer Look “What will this change mean to me?”, Critical elements for managing change

11. Benchmarking

Overview, The code of Conduct, Types of Benchmarking, Sources of Information, A Benchmarking Process

12. Business Process Reengineering

Purpose of this module, Continuous Process Improvement Model, Business Process Re-engineering (BPR), Break-through Re-engineering Model

Reference Book:

- a) S Sadagopan, “ERP A Managerial Prospective” TMH
- b) Alexis Leon, “ERP Demystified”, TMH
- c) Stanley A. Brown, “Customer Relationship Management- A Strategic Imperative in the World of e-Business”
- d) Jagdish N. Sheth, Atul Parvatiyar and G. Shainesh, “Customer Relationship Management”, TMH