

**Missouri University of Science & Technology
Department of Business and Information Technology**

Department Mission:

“To serve the economic interests of industry and the evolving needs of society in a challenging, rapidly changing, global environment, the department of business and information technology capitalizes on the strong technological emphasis of S&T to enable individuals to excel in a technology-centric business world. Recognizing this rapid evolution of the marketplace, we create and disseminate knowledge impacting the theory and practice of business.”

Course: ERP 4610-6610 Customer Relationship Management

Semester: Fall 2019

Days and Times: Wednesday 4:00 PM - 6:30 PM

Room: 107 A

Instructor’s Name: Claybaugh, Craig, Ph.D.

Office Location: 107C

Office Phone: 573-341-4569

Email: claybaughc@mst.edu

Web Locations: <http://canvas.mst.edu>

Office Hours: Wednesday, 12:30 PM to 4:00 PM and by appointment

COURSE INFORMATION

Catalog Description: This course emphasizes identification (targeting), acquisition, retention, and development (expansion) of (profitable) customers. It also covers effective and efficient management of customers, using information technology. The SAP CRM, SAS BI tools, and other technologies are used to enhance student education with real world applications.

Extended Description: This course provides students with an in depth review of the concepts, capabilities, and practices of a modern customer relationship management (CRM) system. The course is designed to provide a business context for functional activities and the system interaction required to accomplish those activities.

The course will cover the strategic, operational, and analytical competencies of CRM. Classroom discussion and supplemental materials will be used to emphasize the strategic aspects of CRM. The instruction of operational CRM will be provided with hands on exercises used to illustrate CRM concepts. The concepts related to CRM analytics will be illustrated through hands on use of multiple data analysis techniques and tools. Key technologies used in the course include SAP CRM and SAS BI tools.

Course Prerequisites: ERP 2110 (undergraduates enrolled in ERP 4610), ERP 5110 (graduate, can be taken concurrently)

Required Materials: None, all materials will be distributed in class and through canvas.

Instructional Methods: Multiple methods will be used to provide instruction during the course. A good way to appreciate the CRM topic area is through intensive self-study and classroom discussion. This course should be viewed as a cooperative learning experience. You are expected to share insights gained from your work experience, your experience as a customer, and from the material provided by the instructor. You are encouraged to form small study groups to discuss the readings. Your participation (preparation, familiarity with the reading materials, relevance and insight reflected in classroom questions, and commentary) is important to contributing to the creation of a positive learning environment. If you come across an article, news story, or online resource relevant to the course, please share it with me so I can make the information available on the course web page.

Course Learning Objectives:

	Program Learning Objectives					
	Oral Communication	Written Communication	Technology Skills	Teamwork	Leadership	Critical Thinking
Course Objectives						

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Students will be able to describe and explain fundamentals of Customer Relationship Management (CRM) including business concepts and general strategy formation.	X	X				X
Students will be able to explain the SAP CRM functional areas, their assigned master data, and how they are used and integrated with other areas of a business.	X		X			X
Students will be able to execute transactions and navigate in the SAP CRM system.			X			X
Students will be able to perform customer based analyses to understand how data can be used to support marketing decisions and strategy.		X	X			X
Students will be familiar with how different software can support the CRM function within an organization.	X	X	X	X	X	X

COURSE ASSIGNMENTS, POLICIES AND GRADING

Midterm Exam:

There will be one midterm examination. All exam materials become property of the instructor after completion. Failure to take the exam on the assigned day/time results in automatic failure of the course. Cheating on the exam will result in automatic failure of the course.

Lab Assignments and Homework

Lab and homework assignments will mostly involve completion of concept, computations, and SAP exercises and, unless otherwise informed, are due before the start of the next class period in which it was assigned.

**Group Project -
CRM Software Presentation**

Instead of a final exam each student group will complete a CRM software presentation. This should be done on a CRM software platform (not SAP). The presentation should be 15-20 minutes long, should involve the use of power point and demonstrations of the product. CRM software platform must be approved by the instructor before week 7. More instructions will be provided in class.

Graduate Student Paper – Graduate Students Only

In addition to the presentation, graduate students enrolled in ERP 6610 are required to submit a group paper on a CRM software (same platform as the presentation). The paper should be 10 typed pages, double spaced, 10 point font, and include at least 20 references. No late assignments will be accepted. More instructions will be provided in class.

Attendance, Quizzes, and Participation:

Five times throughout the semester, attendance and/or a quiz will be taken. Each attendance/quiz is worth ten points for a total of 50 points. Please note that attendance (or a quiz) may be taken at the start, during the middle, or near the end of class on random dates throughout the semester. Participation is based on participation in the group project. Participation will be docked if feedback from peers is negative. Participation is worth 50 points.

Overall, student participation and discussion is essential to ensure that the course topics are understood and are made relevant to actual business situations encountered in the workplace. As such, attendance and participation are an essential factor in the learning process and a tool for assessing student learning. The instructor reserves the right to drop students from the class for lack of participation/attendance.

For on-campus students, you are expected to attend all classes, be on time, and participate in classroom discussion. If you are absent, it is your responsibility to obtain any class materials and announcement. No archived recording will be offered, unless special pre-approved condition.

For distance students, live participation is not required but encouraged.

Virtual Desktop (VDI) Access

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Virtual Desktop (VDI) is used to access SAP systems for this course. Please be aware the time for applying Windows updates to these servers is Thursday nights from 11:00 PM to 2:00 AM. Service might not be available during this time.

Title IX

Missouri University of Science and Technology is committed to the safety and well-being of all members of its community. US Federal Law Title IX states that no member of the university community shall, on the basis of sex, be excluded from participation in, or be denied benefits of, or be subjected to discrimination under any education program or activity. Furthermore, in accordance with Title IX guidelines from the US Office of Civil Rights, Missouri S&T requires that all faculty and staff members report, to the Missouri S&T Title IX Coordinator, any notice of sexual harassment, abuse, and/or violence (including personal relational abuse, relational/domestic violence, and stalking) disclosed through communication including but not limited to direct conversation, email, social media, classroom papers and homework exercises.

Missouri S&T's Title IX Coordinator is interim chief diversity officer Neil Outar. Contact him (naoutar@mst.edu; (573) 341-6038; Temporary Facility A-1200 N. Pine Street) to report Title IX violations. To learn more about Title IX resources and reporting options (confidential and non-confidential) available to Missouri S&T students, staff, and faculty, please visit <http://titleix.mst.edu>.

Student Honor Code and Academic Integrity:

Please take a few minutes to stress the importance of academic integrity in class. Discuss why it should matter to the student, why it matters to you and your discipline, why it matters to Missouri S&T, and why it matters to future employers. Include a statement on your syllabus about the Honor Code developed and endorsed by the Missouri S&T Student Council: the Honor Code can be found at this link: <http://stuco.mst.edu/honor-code/>. Encourage students to read and reflect upon the Honor code and its emphasis on HONESTY and RESPECT.

Page 30 of the Student Academic Regulations handbook describes the student standard of conduct relative to the University of Missouri System's Collected Rules and Regulations section 200.010, and offers descriptions of academic dishonesty including cheating, plagiarism or sabotage (<http://registrar.mst.edu/academicregs/index.html>). Additional guidance for faculty, including the University's Academic Dishonesty Procedures, is available on-line at <http://academicsupport.mst.edu>. Other informational resources for students regarding ethics and integrity can be found online at <http://academicsupport.mst.edu/academicintegrity/studentresources-ai>.

IT IS THE STUDENT'S RESPONSIBILITY TO KNOW AND UNDERSTAND THE CAMPUS POLICIES FOR ACADEMIC INTEGRITY. FAILURE TO ADHERE TO THESE STANDARDS WILL RESULT IN PENALTIES RANGING FROM: GETTING A ZERO (0) ON THE ASSIGNMENT, GETTING A FULL LETTER GRADE DEDUCTION IN THE CLASS (FROM A TO B, B TO C, ETC.), HAVING AN ACADEMIC INTEGRITY VIOLATION IN THEIR PERMANENT STUDENT FILE, OR EVEN BEING KICKED OUT OF THE SCHOOL/PROGRAM (NORMALLY THIS IS FOR REPEAT VIOLATIONS).

S&Tconnect EarlyAlert System: (<http://academicalert.mst.edu>):

Missouri S&T is committed to the success of its students by providing an environment conducive to teaching and learning. To ensure that every student takes full advantage of the educational opportunities and support programs on campus, the University has implemented an Early Alert System, a web-based application. The purpose of the System is to improve the overall academic success of students by:

- Improving communication between students, instructors, and advisors;
- Reducing the time required for students to be informed of their academic status;
- Informing students of actions they need to perform in order to meet the academic requirements in the courses they are taking.

To assist you, I will initiate an academic alert for students who are not meeting academic course requirements through poor performance on assignments or poor attendance. When an alert is initiated, an email is immediately sent to the instructor, student, and advisor. You are encouraged to respond quickly to all academic alerts. If you fail to open the alert within one week, email notification is sent to your advisor.

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Missouri S&T's Title IX Coordinator is Vice Chancellor Shenethia Manuel. Contact her directly (manuels@mst.edu; (573) 341-4920; 113 Centennial Hall) to report Title IX violations. To learn more about Title IX resources and reporting options (confidential and non-confidential) available to Missouri S&T students, staff, and faculty, please visit <http://titleix.mst.edu>.

Disability Support Services (<http://dss.mst.edu>):

If you have a documented disability and anticipate needing accommodations in this course, you are strongly encouraged to meet with me early in the semester. You will need to request that the Disability Services staff send a letter to me verifying your disability and specifying the accommodation you will need before I can arrange your accommodation. If you have a disability that might require academic accommodations, please visit Disability Support Services in 204 Norwood Hall (341-4211; dss@mst.edu) very early in the semester.

Classroom Egress Maps (<http://registrar.mst.edu/links/egress/>):

Please familiarize yourself with the classroom egress maps posted on line so you will know where emergency exits are located.

Evaluation Methods:

The course grade will be determined by the following components:

Grading Plan

	Undergraduate	Graduate
Midterm Exam	100 points	100 points
Assignments/Labs	260 points	260 points
Attendance/Participation	100 points	100 points
CRM Software Presentation	100 points	100 points
CRM Software Paper	N/A	100 points
	<u>560 points</u>	<u>660 points</u>

Grading Scale:

A: $\geq 89.5\%$ B: 79.5 – 89.4% C: 69.5 – 79.4% D: 59.5 – 69.4% F: $< 59.4\%$

General Grading Policies:

1. ALL ASSIGNMENTS AND THE EXAM ARE INDIVIDUAL WORKS UNLESS OTHERWISE SPECIFIED.
2. All assignments should be handed in at the beginning of class on the date announced. NO LATE ASSIGNMENTS WILL BE ACCEPTED.
3. Please make every effort to make it to class on time. It is disruptive to the class to have members arriving late.
4. Attendance is encouraged and randomly graded. If you are unable to attend a class, you need to turn in assignments in advance. You are also responsible for finding out what was covered in class and what announcements were made as well as obtaining handouts.
5. The instructor will assign NO incompletes in lieu of a regular grade.

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COURSE OUTLINE

Week of	Topic	Due
1 8/21	Class Introduction, Customer Relationship Management (CRM) – Introduction and Overview, New Car Customer Assignment (NCCA)	
2 8/28	CRM Strategy and SAP CRM Component Introduction, Lab 1 - SAP CRM Navigation and Introduction	NCCA
3 9/4	CRM Marketing and Campaign Management, Lab 2 - CRM Marketing	Lab 1
4 9/11	CRM Sales, Cross Selling and Up Selling, Lab 3 - SAP CRM Lead and Opportunity Management	Lab 2
5 9/18	CRM Service and Interaction Center, Creating Value for Customers, Lab 4 – CRM Service Measurement	Lab 3
6 9/25	CRM Channel Partners, Collaborative CRM, Managing Supplier and Partner Relationships, Lab 5 – CRM Channel Partner Collaboration	Lab 4
7 10/2	CRM Customer Experience Management	Lab5
8 10/9	CRM Analytics, SAP CRM Analytics, Lab 6 – CRM Analytics Using BEx Analyzer	
9 10/16	CRM Data Privacy Concerns and Ethics, Social CRM, Terminating Customer Relationships	Lab 6
10 10/23	Midterm Exam – 10/23 – Covers Material Through 10-16	
11 10/30	Customer Segmentation Introduction, Cluster Analysis, Lab 7 - Customer Segmentation Using SAS Introduction	
12 11/6	Customer Segmentation Strategy, Product Positioning, Lab 8 - Customer Segmentation Using SAS Advanced	Lab 7
13 11/13	Customer Churn, Mobile Sales Force Support, Mobile Sales Force Assignment	Lab 8
14 11/20	Decision Making, Brand Management, CRM Review	
15 11/27	<i>Thanksgiving Holiday (no class)</i>	Mobile Sales Force
16 12/4	CRM Presentations	CRM Paper + Presentation
17 12/11	Final Exam Week - CRM Presentations	

Note: * it is possible, due to extenuating circumstances that exact coverage and sequencing of course content, grading criteria and weights may change. Students will be notified as far in advance of such changes.