LESSON PLAN FOR SAP CRM

COURSE : Final year graduation (BCOM/BBA)

Subject Objective – To Understand the data flow of a Marketing department in an organization and how it can be automated with the help of an effective tool as SAP CRM. The comprehensive and detailed ingredients of the marketing department are dealt with and how effectively the decision making can be made by an executive by the database about how effectively the organization can maintain

Describe the learning goals / objectives
1. Time/hours required – 60 hrs
2. Process – lecture method, case study references, role playing,Visual Aid
3. Output – better understating of the Ecommerce industry
4. Assessment – CIA viva,Projects

Unit/Session/ hours	Topics for student Preparation	Procedure	Learning outcome	Assessment
Module 1: Introduction to SAP CRM(10 Hours)	**Overview of ERP and SAP, Login Process, Customization of screens, user creation, sending messages, technical and functional, logout process, SAP Services, Cooperative business scenarios, CRM Architecture, Component Integration.**	**Lecture, Case Study Analysis**	**Technicalities involved in SAP CRM**	**MCQ Fill in the blanks Guess the following Match the correct theory/defi nition/mea ning/ etc.**

Module 2: Master Data and functions (15 Hours)	Organizational Management, Business Partner, and Product catalogues, Warranty Management, Solution Database, Territory Management. Transactions, Date Management, Text Management, Pricing, credit management, multilevel categorization, funds management and claims management.	Lecture, Case Study Analysis	Understanding the ingradients of Day to Day transactions in a organization	MCQ Fill in the blanks Guess the following Match the correct theory/definition/meaning/ etc.
Module 3: CRM Sales and Service (15 Hours)	Account Planning, Activity Management, Opportunity Management, Quotation and Order Management, Taxes and Rebate processing, Contract Management, Product Service letters, Web requests.	Lecture, Case Study Analysis	How to write a quotation about the product and service offerings to the customer	MCQ Fill in the blanks Guess the following Match the correct theory/definition/meaning/ etc.

Module				
Module 4: Marketing Channelization and Scenarios: Web channel through B2B and B2C (10 Hours)	ICSS Service- Internet Customer Self Service, Campaign Management, Segmentation, Lead to cash, Email work list, Template designer, Survey tool.	Lecture, Case Study Analysis	Campaign Management and Segmentation with Database Management	MCQ Fill in the blanks Guess the following Match the correct theory/definition/meaning/ etc.
Module 5: CRM Analytics (10 Hrs)	Embedded Competitor Analysis in Opportunity Management, Dash board on Home page, Applications and Case Studies regarding analytics.	Lecture, Case Study Analysis	Understanding of Effective Data usage in Decision Making	Moodle Fill in the blanks Guess the following Match the correct theory/definition/meaning/ etc.

Sl. No	Unit & Objectives	No. Of Lecture Hours	Methodology/Instructional Techniques	Evaluation/ Learning Confirmation
Module – 1:	Introduction to SAP CRM	10		
1.	Overview of ERP and SAP	1	Lecture and Activity	Question and answer
2.	Login Process, Customization of screens, user creation,	1	Lecture and illustrations	Question and answer
3.	sending messages, technical and functional	1	Lecture and illustrations	Illustrations
4.	logout process, SAP Services	1	Lecture and illustrations	Question and answer
5.	Cooperative business scenarios -	1	Lecture and illustrations	Question and answer
6.	CRM Architecture	1	Lecture and illustrations	Question and answer
7.	Component Integration.	1	Lecture and illustrations	Question and answer
8.	Case Studies and Presentations	3	Lecture and illustrations	Question and answer
Module – 2:	**Master Data and functions**	**15Hrs**		
1.	Organizational Management	2	Lecture and Activity	Question and answer
2.	Understanding of Business Partner	1	Lecture and illustrations	Question and answer
3.	Product catalogues, Warranty Management	3	Lecture and illustrations	Question and answer
4.	Solution Database, Territory Management.	1	Lecture and illustrations	Question and answer
5.	Transactions, Date Management, Text Management	1	Lecture and illustrations	Question and answer
6	, Pricing, credit management,	4	Lecture and illustrations	Question and answer
7	multilevel categorization	1	Lecture and illustrations	Question and answer
8	funds management and claims management. .	1	Lecture and illustrations	Question and answer
9	Summary/test	1	Activity and Viva	Question and answer
Module – 3	**CRM Sales and Service (15 Hours)**	**15Hrs**		
1.	Account Planning	1	Lecture and illustrations	Question and answer
2.	Activity Management	1	Lecture and	Question

			illustrations	and answer
3.	today's E-tailing environment, ecommerce and marketing,	1	Lecture and illustrations	Question and answer
4.	Incentives for engaging in ecommerce, driving forces behind ecommerce	2	Lecture and illustrations	Question and answer
5	ecommerce and economic efficiency	1	Lecture and illustrations	Question and answer
6	impact of ecommerce on business.	1	Lecture and illustrations	Question and answer
7.	Summary/ test	1	Lecture and Viva	Question and answer
Module – 4:	**Module 4: Marketing Channelization and Scenarios: Web channel through B2B and B2C**	**10 Hrs**		
1.	ICSS Service	1	Lecture and illustrations	Question and answer
2.	Campaign Management	1	Lecture and illustrations	Question and answer
3.	Segmentation	1	Lecture and illustrations	Question and answer
4.	Lead to cash	2	Lecture and illustrations	Question and answer
5.	Email work list	2	Lecture and illustrations	Question and answer
6.	Template designer	2	Lecture and illustrations	Question and answer
7.	Survey tool	1	Lecture and illustrations	Question and answer
Module – 5:	**CRM Analytics**	**10 Hrs**		
1.	Embedded Competitor Analysis in Opportunity Management	1	Lecture and illustrations	Question and answer
2	Dash board on Home page	1	Lecture and illustrations	Question and answer
3.	Applications and Case Studies regarding analytics	8	Lecture and illustrations	Question and answer
6.	Summary/case study	2	Lecture and illustrations	Question and answer