

OBE based Teaching Lesson Plan 2019-20

Program: MCOM IB

Course Name: SAP CRM

Course Code: P415 IB 403

Semester: IV

Lecture hours: 45

Faculty in-charge: Ramesh Babu Grandhi

Course Outcome No.	Course Outcomes	T level Indicator
1	Describe the role of SAP CRM marketing solution in meeting needs of customers across different segments in the Industry	T1
2	Examine the processing of data in ERP and SAP right from Login to Logout process Firm.	T2
3	Justify the organizational management of Master data and its functions in SAP CRM	T3
4	Show the range of activities performed in the context of CRM sale and service	T2
5	Design the range of activities performed in the context of market channelization and scenarios	T3
6	Conduct the CRM analytics by using SAP CRM marketing solution	T2

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level

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	1	10		Conceptual knowledge	Research on SAP CRM	T1
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	2	12	Research on Organizational Management, Warranty Management	Case study and Theory	Research on Solution Database and Territory Management	T2
3 Account Planning, Activity Management, Opportunity Management, Quotation and Order Management, Taxes and Rebate processing, Contract Management, Product Service letters, Web requests.	3	10	Research on Account Planning and Quotation Management	Case studies and practice	Research on Order Management and Quotation Management	T2

<p>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.</p>	4	10	Research on Marketing Channelization	Practical and case studies	Research on Email work loist	T3
<p>5. CRM Analytics Embedded Competitor Analysis in Opportunity Management, Dash board on Home page, Applications and Case Studies regarding analytics.</p>	5	10	Research On CRM Analytics	Dash Board	Research	T3

Books for reference

- 1) **SAP Hybris: Commerce, Marketing, Sales, Service, and Revenue with SAP**
28 May 2017 by Marcus Ruebsam and Sven Feurer
- 2) **SAP CRM** 28 September 2015 by Chandrakant Agarwal
- 3) **SAP CRM** 12 January 2015 by Jay Lincoln **Kindle Edition**

Continuous Internal Assessment – (Examples)

- Power point presentation in class on the given topic.

- Case study analysis