

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC: record №12/29.04.2024

Adopted by the DC: record №10/15.04.2024

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: CRM AND ERP SYSTEMS

DEGREE PROGRAMME: International Business (in English); BACHELOR'S DEGREE

YEAR OF STUDY: 4; SEMESTER: 8

TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 60 hours

CREDITS: 5

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	90	-

Prepared by:

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I. ANNOTATION

The discipline focuses on two of the strategically important corporate information systems – Customer Relationship Management Systems (CRM systems) and Enterprise Resource Planning Systems (ERP systems). These systems allow automating all important business processes in organizations and therefore are characterized by an extremely high level of complexity. Their technological architecture requires the application of modern information technologies.

The lectures present important concepts related to the architecture and functional structure of CRM and ERP systems. Trends in the development of the systems are also presented. Students have the opportunity to get acquainted with modern information and communication technologies related to the building and implementing CRM and ERP systems. During exercises, students will be able to apply the acquired knowledge in the working environment of leading representatives of the this kind of systems – Microsoft Dynamics CRM and Microsoft Dynamics NAV. Specific use cases will be solved in order to demonstrate the advantages of ERP and CRM systems for business activity management.

The discipline develops the following competencies:

Mathematical – builds logical thinking.

Digital – work with CRM systems and ERP systems.

Personal – organization of personal work.

Entrepreneurial – observative, psychic stability.

The discipline ends with an exam.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. CORPORATIVE BUSINESS INFORMATION SYSTEMS		4		
1.1	Architecture of the corporative business information systems	1		
1.2	Classification of the corporative business information systems	1		
1.3	Information and communication technologies, related to corporative business information systems	1		
1.4	Trends in corporative business information systems	1		
Theme 2. ERP SYSTEMS		10	12	
2.1	Essence, structure and evolution of the ERP systems	2		
2.2	Architecture of the ERP systems	2		
2.3	Functional structure of the ERP systems.	2		
2.4	Main modules of the ERP systems - “Financial management”, “Production management”, “Supply chain management”, “Sales force automation”, etc.	4	12	
Theme 3. CRM SYSTEMS		10	12	
3.1	Essence, structure and evolution of the CRM systems	2		
3.2	Architecture of the CRM systems	2		
3.3	Functional structure of the CRM systems	2		
	Main modules of the CRM systems – “Lead management”, “Opportunity management”, “Sales management”, “Marketing”, “Customer service”, etc.	4	12	
Theme 4. INTEGRATION OF CRM AND ERP SYSTEMS		3	3	
4.1	Need, advantages, prerequisites and requirements for CRM and ERP integration	1		
4.2	Architectures and technologies for CRM and ERP integration	2	3	
Theme 5. MANAGEMENT OF THE ERP AND CRM SYSTEMS		3	3	

5.1	Criteria for evaluation and choosing the right ERP and CRM system	1		
5.2	Implementing ERP and CRM systems. Initial setup and customization	1	3	
5.3	Maintenance and support of the ERP and CRM systems	1		
	Total:	30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Course work 1: tasks in ERP system and textual description	1	22
1.2.	Course work 2: tasks in CRM system and textual description	1	22
1.3.	Defense of both course works	1	22
	Total midterm control:	3	66
2.	Final term control		
2.1.	Examination (test)	1	24
	Total final term control:	1	24
	Total for all types of control:	4	90

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Educational resources in the eLearn platform.
2. Kim, S., & Park, H. (2024). Measuring CRP Effectiveness in the Digital Age: Insights from Global Enterprises. *Journal of Corporate Communication*, 39(4), 189-206.
3. Liu, X., & Zhang, Q. (2024). ERM Systems and Firm Performance: An Empirical Study of S&P 500 Companies. *Journal of Risk and Insurance*, 35(1), 567-584.
4. Wang, Y., & Johnson, R. (2024). ERM Implementation Challenges in Multinational Corporations: Lessons from Industry Leaders. *International Journal of Risk Management*, 20(2), 87-104.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Baludin A. (2022) *Administrating Microsoft Dynamics 365 Business Central Online A Practical Guide to SaaS Administration and Migration from Your On-premise Business Central Environments to the Cloud*. Packt Publishing, p. 234.
2. Brown, L., & Chen, Q. (2023). The Nexus Between CRP and ERM: Exploring Synergies and Trade-offs. *Strategic Management Journal*, 42(3), 301-318
3. Luszczak, A. (2023) *Using Microsoft Dynamics 365 for Finance and Operations*. Springer, p. 491.