



ERP systems and consumer relationship management Affärssystem och organisering av kundrelationer

7.5 credits

Ladok Code: AE1AO1

Version: 6.0

Established by: Committee for Education in Business and Working Life 2020-11-18

Valid from: Spring 2021

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G1F), Textile Management (G1F)

Disciplinary Domain: Social sciences

Prerequisites: Passed in the courses Fashion Logistics and Purchasing 7.5 credits and Theories in Fashion Retailing 7.5 credits or equivalent.

Subject Area: Leadership, Organisation and Management

Grading Scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Content

The course begins with an overview of Enterprise Resource Planning (ERP) systems with a focus on structure, categories/types, as well as possible areas of use and limitations. Initially, key concepts and definitions within the ERP systems area are also dealt with in relation to the use of such systems in the textile and fashion industry. The introductory part of the course also includes exercises in operating ERP systems. After this introductory part, the course shifts to applications in the form of data management from ERP systems with the help of spreadsheet programs commonly used in the industry. The utilisation consists of organising, analysing and presenting data from ERP systems in spreadsheet programs. Finally, the course deals with how companies can work with ERP systems and applications such as CRM systems, social media, and electronic channels to build and manage customer relationships.

Learning Outcomes

After completing the course, the student will be able to:

Knowledge and understanding

- 1.1. Describe key concepts in the field of ERP systems and the overall structure and principles of ERP systems,
- 1.2. describe how ERP systems and their use affect organisations and activities in the textile and fashion industry,
- 1.3. explain how textile and fashion companies with the help of ERP systems and other complementary systems/applications can work systematically to create long-term customer relationships,

Skills and abilities

- 2.1. apply basic functions in ERP systems,
- 2.2. apply the basic functions of spreadsheet programs and create and work with data lists/tables, self-developed functions/formulas,
- 2.3. process and analyse data from ERP systems using spreadsheet functions as well as protect data in spreadsheet programs,
- 2.4. based on the course literature, identify and analyse different approaches to strategies and systems for how fashion and textile companies handle customer relationships,
- 2.5. carry out project-based tasks within given time frames, and present results visually, in writing and orally,

Evaluation ability and approach

- 3.1. with support in the course literature, compare and evaluate what an ERP system can add for strengths and limitations to an activity in the textile and fashion industry, and make arguments regarding choices and structures of ERP systems,
- 3.2. based on the UN's global goals in Agenda 2030 (Sustainable Development Goals), reflect on how requirements for sustainable development affect companies' use of ERP systems and applications for managing customer relationships,
- 3.3. with the support of the course literature, ethically evaluate situations that may arise in connection with the use of ERP systems and other applications within the framework of customer relationship management.

Forms of Teaching

The teaching consists of lectures, laboratory sessions, exercises/workshops, and seminars.

The language of instruction is Swedish. However, instruction in English may occur.

Forms of Examination

The course is examined through the following examination components:

Project work: Written, oral, and visual presentation of group project work

Intended learning outcomes: 1.1, 1.2, 1.3, 2.5, 3.1, 3.2, 3.3

Credits: 2.0

Grading scale: Fail/Pass/Pass with distinction

Written assignment 1: Individual written report

Intended learning outcomes: 1.1, 1.2, 1.3, 3.1, 3.2, 3.3

Credits: 1.0

Grading scale: Fail/Pass/Pass with distinction

Written assignment 2: Group oral and written presentation Intended learning outcomes: 1.3, 2.4, 3.2, 3.3

Credits: 1.0

Grading scale: Fail/Pass

Laboratory sessions

Intended learning outcomes: 2.1

Credits: 0.5

Grading scale: Fail/Pass

Examination: Individual exam

Intended learning outcomes: 2.2 and 2.3

Credits: 3.0

Grading scale: Fail/Pass

To receive a grade of “Pass” for the whole course, a passing grade is required for all examination components. To receive a grade of “Pass with distinction” for the whole course, a passing grade is required for all examination components as well as, moreover, a grade of “pass with distinction” for Project work and Written assignment 1.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Ansell, E. (latest edition). *Excel 2016: fördjupning. 1. uppl.* Askim: Docendo

Flodén, J (latest edition). *Essentials of information systems.* Lund: Studentlitteratur

Hedman, J. Nilsson, F. & Westelius, A. (red.). (latest edition). *Temperaturen på affärssystem i Sverige.* Lund: Studentlitteratur

United Nation (UN). (2015). *Transforming the world: The 2030 Agenda for Sustainable Development.*
<https://sustainabledevelopment.un.org/post2015/transformingourworld/publication>

Additional scientific articles, course literature and other teaching materials are provided or informed about via the learning platform (max 350 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of

courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

This syllabus is a translation from the Swedish original.