

**Enterprise Resource Planning and Customer Relationship Management
Syllabus
2025-2026 Fall**

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Course Description

In this course, key foundations and fundamentals of Enterprise Resource Planning and Customer Relationship Management will be introduced. An overview of of Enterprise Resource Planning and Customer Relationship Management topics in literature will be given.

Recommended Readings:

Enterprise Resource Planning, Mary Sumner, Pearson
Customer Relationship Management, Ed Peelen and Rob Beltman, Pearson
Customer Relationship Management: Concepts and technologies, Francis Buttle And Stan Maklan, Taylor and Francis Group

Lecture Contents

Week 1-	A Foundation for Understanding Enterprise Resource Planning Systems
Week 2-	Re-engineering and Enterprise Resource Planning Systems
Week 3-	Planning, Design, and Implementation of Enterprise Resource Planning Systems
Week 4-	ERP Systems: Sales and Marketing
Week 5-	ERP Systems: Accounting and Finance
Week 6-	ERP Systems: Production and Materials Management
Week 7-	Midterm
Week 8-	Midterm
Week 9-	ERP Systems: Human Resources Managing an ERP Project
Week 10-	Customer–supplier relationships Customer relationship management
Week 11-	CRM as an integral business strategy
Week 12-	The relationship-oriented organisation
Week 13-	Customer knowledge strategy Customer Retention and Acquisition
Week 14-	Data analyses and data mining
Week 15-	Retention and cross-sell analyses
Week 16 -	Final Exam
Week 17	Final exam

Grading Policy

Midterm:	%40
Final:	% 60

Wish all of you a successful, happy and healthy academic year.

Please send your questions and suggestions to my e-mail.