

<b>Georg-August-Universität Göttingen</b> <b>Modul B.WIWI-WIN.0040: Customer Relationship Management Systems: Application in Organizations</b>	6 C 2 SWS
<b>Lernziele/Kompetenzen:</b> After successfully completing the seminar, students will be able to describe the theories and concepts of customer relationship management (CRM) systems and assess their potential benefits for specific use cases in various business scenarios. Furthermore, students will be familiar with the functional scope of the Salesforce CRM platform, be able to operate it independently, and to customize it for selected use cases. Ultimately, completing this seminar enables students to independently prepare for a possible Salesforce certification, which is, however, not a mandatory part of the seminar.	<b>Arbeitsaufwand:</b> Präsenzzeit: 28 Stunden Selbststudium: 152 Stunden
<b>Lehrveranstaltung: B.WIWI-WIN.0040.Sem Customer-Relationship-Management-Systeme: Einsatz in der Praxis (Praxisseminar)</b> <i>Content:</i> The seminar is conducted in cooperation with Sartorius AG. It comprises several coaching sessions held together with Sartorius employees. The seminar is decomposed into three milestones. In addition to the milestone meetings, students receive feedback and assistance throughout the semester. Students are introduced to the self-learning platform of Salesforce and are enabled to independently pursue the certification program while getting feedback from professionals at Sartorius AG.  <i>Milestones of the seminar:</i> <ol style="list-style-type: none"> <li>1. Salesforce introduction workshop with Sartorius AG: Presentation of Salesforce, the Trailblazer program, and Salesforce's use at Sartorius.</li> <li>2. Feedback session with Sartorius AG: Students can get feedback and receive further input on the application of Salesforce in a global corporation.</li> <li>3. Advanced use of Salesforce and preparation for the exam with Sartorius AG. This session focuses on exam preparation and a possible voluntary certification.</li> <li>4. (optional) Independent completion of a Salesforce "Trailhead" certification (e.g., Associate).</li> </ol>	2 SWS
<b>Prüfung: Exam (60 Minutes)</b> <b>Prüfungsvorleistung: regelmäßige Teilnahme</b>	6 C
<b>Prüfungsanforderungen:</b> In the exam, students demonstrate that they: <ul style="list-style-type: none"> <li>• are familiar with and can explain the theories and concepts of CRM systems</li> <li>• have mastered the functional scope of Salesforce and can apply it to selected application scenarios</li> <li>• can transfer the approaches learned in the seminar to related problems.</li> </ul>	
<b>Zugangsvoraussetzungen:</b> keine	<b>Empfohlene Vorkenntnisse:</b> keine
<b>Sprache:</b> Deutsch	<b>Modulverantwortliche[r]:</b> Prof. Dr. Christian Bartelheimer
<b>Angebotshäufigkeit:</b>	<b>Dauer:</b>

Every summer term	1 Semester
<b>Wiederholbarkeit:</b> zweimalig	<b>Empfohlenes Fachsemester:</b> 3 - 6
<b>Maximale Studierendenzahl:</b> 50	