

Course Title	:	E-Procurement & E-Customer Relationship Management
Course Code	:	CDS350/CDS3350
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional Approach
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Stream Elective – Logistics and Decision Science Stream
Prerequisite	:	Nil

Brief Course Description

Procurement deals with the business-to-business (B2B) purchase and sale of supplies and services while customer relationship management (CRM) deals with customers' needs and behaviors in order to develop stronger relationships.

Today's global logistic and supply chain management systems would inevitably be enabled by Internet technology. The rapid development of Internet and information technology has posed new challenges and opportunities in conducting procurement and CRM over the Internet, that is, E-procurement and e-CRM.

This course examines the strategic nature, business models, operating procedures, technological trends, and implementation issues of e-procurement and e-CRM in today's business environment.

Aims

This course aims at providing the students with the concepts, strategies and modeling techniques, which are commonly used by real supply chain partners to make the online transactions and strengthen their relationship to coordinate their operations for the improvement of supply chain-wide performance.

Learning Outcomes

Upon completing this course, students should:

1. Appreciate the strategic nature of e-procurement and e-CRM.
2. Understand the various business models such as “organization by function” and “organization aligned to specific groups of customers”, operating procedures, and

technological standards in e-procurement and e-CRM.

3. Identify major Internet sources for carrying out e-procurement and e-CRM.
4. Understand the e-procurement and e-CRM technologies such as data warehousing and data mining for carrying out market research, facilitating customer acquisition, and building customer loyalty
5. Have been engaged in e-procurement and e-CRM implementation projects.

Measurement of Learning Outcomes

1. Individual student is assessed for understanding the theoretical concepts and practical problem solving skill delivered by this course via the completion of individual problem based assignments, the mid-term test and the final written examination.
2. Case studies require each student to participate in group discussion and to experience team building, in addition to analysis of simulated real life company situation and propose e-Procurement and e-CRM solutions.
3. Students have to present their group project reports to the peer student groups and course instructor. Questions and answers session at the end of group presentation also assess students' understanding and actual participation in the project in which they have been involved. Group report submitted would assess group's effort for systematic presentation of their proposal and findings regarding a feasible e-Procurement and e-CRM business plan.

Indicative Content

Strategic Nature Of e-Procurement And e-CRM

The Internet, B2B e-commerce, efficiencies and savings, leverage, the changing role of procurement specialists, corporate CRM Strategies, Info-structure for e-CRM.

Business Models And Operating Procedures

The buy-side one-to-many model, e-catalogues, e-hubs, exchanges, marketplaces, auctions, reverse auctions, internet marketing, internet marketing strategy, e-marketing mix, relationship marketing, customer metrics, and customers experience and relationships.

Technologies And Standards

Electronic Data Interchange (EDI), Extensible Markup Language (XML), application service providers, data mining and knowledge discovery, knowledge management.

Implementation Issues

Initial investment costs, systems integration, security, business process redesign, change management, on-line service quality, customers satisfaction and loyalty, organization learning and, business-to-consumer (retailing) and business-to-business (inter-organizational) internet marketing.

Ethical Issues

Frauds, codes of conduct

Teaching Method

Theoretical concepts are delivered in lectures. Essential topics and in depth discussion on related exercises and case studies are conducted in lectures, to arouse students' critical thinking and understanding of the corresponding concepts and techniques. Students are expected to participate in case studies discussion and do practical exercises to reinforce their learning of knowledge discovery process during the lectures and experience it via doing practical case project. A group project is assigned to encapsulate the topics learnt to foster their integrative understanding of the concepts and the application of techniques delivered in the course.

Assessment

Examination	30%
Continuous Assessment	70%
(Case studies, problem solving assignments and a group project)	

Required/Essential Readings

D. Neef, *e-Procurement: From Strategy to Implementation*, Financial Times, Prentice Hall, 2001

David Chaffey, Richard Mayer, Kevin Johnston and Fiona Ellis-Chadwick, *Internet Marketing: Strategy, Implementation and Practice*, Prentice Hall, 2nd Ed., 2003.

Recommended/Supplementary Readings

J. B. Heywood, M. Barton, and C. Heywood, *e-Procurement: Managing successful e-procurement implementation*, Financial Times, Prentice Hall, 2002

Barnes, James G., *Secrets of Customer Relationship Management: It's All About How You Make Them Feel*, New York: McGraw-Hill, 2001.

Rafi a. Mohammed, Robert J. Fisher, Bernard J. Jaworski and Aileen M. Cahill, *Internet*

Marketing: building advantage in a networked economy, McGraw Hill, 2nd Ed., 2004.