

SAP – CRM COURSE CONTENT

❖ **CRM OVERVIEW:**

- CRM – Definition
- Why CRM is required?
- Benefits
- The types of data CRM projects collect
- Industries where CRM is Applied

❖ **ERP AND SAP CRM OVERVIEW:**

- ERP Definition and Overview
- SAP Architecture
- Career Opportunities and Industry Trends
- My SAP CRM Overview.
- My SAP CRM Server Architecture and Capabilities
- Channels of Interaction

❖ **BUSINESS PARTNER:**

- SAP Business Partner
- Use Partner categories, BP Type, Business Partner grouping and BP Roles
- BP Relationships
- Customizing and configuration

❖ **ORGANIZATIONAL MANAGEMENT:**

- Overview
- Organizational Structure
- Organizational Objects and Attributes
- Customizing and configuration.

❖ **PRODUCT MASTER:**

- Product Master Basics
- Hierarchies, Categories, Set types and Attributes.
- Maintaining Products

❖ **TERRITORY MANAGEMENT:**

- Territory Management
- Functions and How Territory Management is used
- How to maintain Territories.

❖ **TRANSACTIONS:**

- Structure of Sales Transactions
- Transaction Types
- Item category and Item determination.

❖ **ACTIVITY MANAGEMENT:**

- Overview of Activity Management
- Customizing Activity Management