USE OF MS DYNAMICS CRM IN AN INTRODUCTORY INFORMATION SYSTEMS COURSE

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This curriculum presentation examines the use of MS Dynamics CRM in an introductory information systems course. The presentation will cover the following:

- Background explaining the eventual adoption of MS Dynamics CRM into the curriculum of the course, ICT 305 / 505 Information Systems for Enterprise.
- The 'Two Path' approach to development of conceptual knowledge / skills.
- Examination / Demonstration of course curriculum and prior student results.
- Discussion of future curriculum development and use of MS Dynamics.

Background

Approximately three years ago, I (Evan Sveum, proposer) was given charge to be lead instructor of ICT 305 / 505 Office Automation Technology. Upon acceptance, I knew that I wanted to revise the course to move from the focus of traditional office technologies to an enterprise perspective (hence, the course is now called 'Information Systems for Enterprise'). I also wanted to include an information technology experience that would be integrated with various contemporary information systems. In previous versions on ICT 305 / 505, information technologies used included basic use of MS Office Suite applications such as MS Excel and MS Access. While both of these applications have a place in most any enterprise, *most medium to large enterprises utilize some form of enterprise information system* as well (Our business and industry advisory committees have concurred with this statement).

The opportunity provided by the MS Dynamics Academic Alliance provided the occasion to implement an enterprise IS experience for the students enrolled in ICT 305 / 505, Information Systems for Enterprise.

The 'Two Path' Approach

Most, if not all, of students enrolling in ICT 305 / 505 have no experience with any enterprise information system. At least, they are not aware of such an experience. Because of this reality, a 'two path' approach to the learning of the enterprise information system (in this course, MS Dynamics CRM) is utilized.

Path One: A deliberate, systematic process that helps each student develop a basic conceptual and basic skill base. Learning materials include the use of the MS Dynamics eLearning, a MS Dynamics CRM textbook and instructor created materials. Instructional methods include a mix of collaborative (conceptual knowledge) and individual (technical skills) activities.

Path Two: A small-scale systems development project using student group-instructor collaboration, information system development principles and a production CRM. The focus of the project is to create a 'value-added' element to the ICT Production CRM. The ICT Production CRM manages the ICT Degree and course offerings in the ACT Department at the University of Wisconsin-Stout.

View Course Curriculum & Student Results

Current course curriculum supporting the use of MS Dynamics CRM will be presented via the Internet through the course management system currently used by the University of Wisconsin-Stout. Student results will be viewed via student group wiki's and the ICT Production CRM (a live Internet connection will be needed).