

THE USE OF THE ERP-CRM-CIM SYSTEMS WITHIN THE MASTER'S DEGREE PROGRAMMES

Author **Virgil Chichernea**

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Abstract:

This paper proposes a conceptual framework for the development, integration and evaluation of ERP-CRM-CIM (Enterprise Requirements Planning - Customer Relationship Management - Computer Integrated Manufacturing) Systems into teaching education program. One of the problems in using ERP-CRM-CIM systems has been the complexity of large-scale systems and there for the main topics of this paper are: basic components, evolution ERP-CRM- CIS systems, benefits, costs, replacing/ reimplementing, family issues, structuring the manufacturing Database, successful of these systems, etc. In addition to this paper reports the development, evaluation and use of ERP-CRM-CIM systems and software packages in the Romanian-American University as well as plans for continous development and integration into the curriculum

Keywords: *Enterprise Requirements Planning, Customer Relationship Management, Computer Integrated Manufacturing, education program*

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