

## **INFO101 Assignment 2**

I think that the university would benefit greatly from a CRM system.

It would allow the university to keep tabs on our progress as we go through the course. This could lead to the lecturer being actively involved in my development. If they see that my marks are going downwards they can contact me and see if there is anything that could help me increase my marks, like one-on-one tutorials or extra assignments.

The same applies to the whole class. If one particular topic was obviously not being understood, the lecturer could try and change the approach or spend more time covering it in greater detail. This would also help the course change for the better the next year if the previous students found one topic particularly difficult.

The CRM could also be used for enrollment and job application purposes. If it is seen that a student can do a double major by taking one extra paper, they could be made aware of this. Also it could check that if the student is intending to graduate, then the prerequisites have been met for that major/degree. It could also collaborate with Student Job Search and if a position was available that the student had the necessary attributes, the student could be informed of the opening.

It could also help the university in forward planning. If it sees that last year a lot more people took INFO101 than usual, then arrangements such as a larger lecture theatre can be booked for INFO102, because the probability of taking 102 after 101 is very high. This can help overcome problems such as overcrowding and lack of student notes.