



# PLANES DE ESTUDIO

## TI1011 Selling Chain Management

SPANISH

**Course with project.**

**CIP:** 521201 Management Information Systems,  
General.

**C-L-U:** 3-0-8

Academic department that offers it:  
Information Technologies

Graduate Programs who offer them:  
4 INT09, 4 INT11  
Certificates

Requirement:  
(CF1007 or CF1010 )

Equivalence:  
None.

General aim of the course:  
Upon completion of this course, students will be able to comprehend the commercial process for the various types of organizations from the management and prospecting of sales to the customer relationship and service, identifying the information systems which support these processes in an organization. Students will evaluate the commercial process in each one of its phases, identifying the value that each one adds to the organization's product.

Teaching and learning techniques:  
Learning-oriented projects

Bibliography:  
TEXT BOOKS:  
\* Paul Greenberg, McGraw-Hill Osborne Media, CRM at the Speed of Light, Tercera edición, 2009,  
\* Galbraith & Kates, Using the STAR Model to Solve 5 Critical Design Challenges, 2010,

Professor's profile:  
Master Degree in Information Systems Management; Master Degree in Business Administration/Management; Master Degree in Computational Sciences; Master Degree in Marketing; Doctoral Degree in Information Systems Management; Doctoral Degree in Business Administration/Management; Doctoral Degree in Computational Sciences; Doctoral Degree in Marketing  
**CIP:** 521201, 520201, 110701, 521401