

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English Customer Relationship Management	2. Course code: Number of ECTS credits: 3 Course completion mode: E Course commenced / Year 2020/2021
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3. Major: E-Commerce

4. Department of major coordinator: Dept. of Market and Consumption

5. Name of course instructor: Lecture prof. UE dr hab. Maria Mach-Król
 Classes mgr Arkadiusz Kisiołek Lab classes ...
Examiner prof. UE dr hab. Maria Mach-Król

6. Department of course instructor:
 Dept. of Business Informatics

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	
classes	30	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	45	
examination (hours)	1	

8. Course timeframe - no. of semesters: 1

Course commencement / Year 2020/2021

Course commencement / Semester 4

9. Level of tertiary education: Master	10. Course status <input checked="" type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input type="checkbox"/> Elective ...
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11. Course prerequisites
 Compulsory:
 Recommended:

12. Course objectives:
 Familiarizing students with the challenges facing modern organizations related to customer relationship management.

Providing students with knowledge that is the basis for acquiring skills in supporting business processes using integrated software in the CRM area.
 Familiarizing students with selected business processes that are the functionality of the integrated IT system Impuls 5 of the Polish company BPSC in the area of customer relationship management.
 Acquisition by students of the ability to maintain positive relationships with customers (customer retention, customer loyalty, customer evaluation using RFM, LTV).

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Classes with the use of computer	Classes involve working with the selected CRM system. Development and presentation of an original computer project supporting customer relationship management	20	
2.	Lecture with the use of multimedia techniques	Multimedia techniques are used to present examples illustrating theoretical and practical problems analyzed (charts, tables, fragments of source materials, photos, animations)	15	
3.	Active classes with the use of case studies	Students discuss and solve case studies and group tasks on CRM issues	10	
Total			AS: 45	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysis of notes from the lectures	Studying notes to master the material	10	
2.	Solving case studies	Development of individual elements of case studies	10	
3.	Independent work using a computer	Students prepare projects related to CRM	10	
Total			BS:30	BN:

Total AS+BS = 75

Examination (E) = 1

Total AS+BS+E= 76

Total AN+BN =

Examination (E) =

Total AN+BN+E =

14. Key words: client, business processes, IT systems, information management

15. Course content:

Lecture:

1. CRM - introduction: basics, IT solutions, customer value concept and strategic CRM
2. Strategic CRM - vision and implementation
3. Implementation of the CRM strategy
4. Analytical CRM
5. Marketing databases - analytical use
6. Operational CRM software
7. CRM in marketing and B2B
8. CRM - development trends

Classes:

1. The essence, types and functions of CRM systems.
2. Definition of basic parameters defining the client in the CRM system.
3. Identification and knowledge of customer service methods.
4. Activities undertaken within the full sales cycle.
5. Recognition and analysis of sales funnels
6. Identifying the principles of budgeting in marketing departments.
7. Determining the patterns of conducting actions and marketing activities.
8. Analysis of competition rules.
9. After-sales service and services.....

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
ECe2_W04#	1. Has knowledge of customer relationship management systems and electronic markets...	Test exam	Question and answer sheets
<u>Skills</u>			
ECe2_U04#	1. Is able to use the customer relationship management system in a modern enterprise	Development of an original computer project	Project documentation in paper or electronic form
<u>Social competences</u>			
ECe2_K03#	1. Understands the need for continuous learning and improving knowledge of electronic markets and customer relationship management systems...	Development of an original computer project	Project documentation in paper or electronic form

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Written exam without the possibility of using textbooks	Single-choice test without the possibility of using textbooks	50%
2.	Computer project	The score of the author's project prepared during the classes	50%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. V. Kumar, Werner Reinartz, Customer Relationship Management: Concept, Strategy, and Tools. 3rd Edition. Springer 2018.
2. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies 4th Edition. Routledge, 2019.

Suggested readings:

1. Walker G.: Five Fundamentals of a Foolproof CRM Implementation Strategy: A successful CRM system is the key to unlocking superior customer experiences by tying your business together. Amazon Kindle Edition, 2019.
2. Ropponen J.: Organization, Technology, Culture: A playbook for implementing and maximizing the value of CRM. Amazon Kindle Edition, 2017.

Kindle emulation software available for free on Amazon

19. Language of instruction: English

20. Course instructors' recommendations:

Software: Impuls
Lectures in multimedia room
Classes in computer lab