

# Customer relationship management - course description

General information	
Course name	Customer relationship management
Course ID	04.2-WE-BizEIP-ZarzRelaczKlien-Er
Faculty	<a href="#">Faculty of Computer Science, Electrical Engineering and Automatics</a>
Field of study	E-business
Education profile	practical
Level of studies	First-cycle Erasmus programme
Beginning semester	winter term 2019/2020

Course information	
Semester	5
ECTS credits to win	4
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none"><li>dr hab. inż. Marcin Mrugalski, prof. UZ</li><li>dr inż. Łukasz Sobolewski</li></ul>

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Lecture	15	1	-	-	Exam
Laboratory	30	2	-	-	Credit with grade

## Aim of the course

Familiarize students with issues related to customer relationship management.

Educate students in understanding the benefits of customer relationship management in electronic business.

Presentation of basic information technologies used in customer relationship management.

## Prerequisites

Knowledge of enterprise resource management systems and corporate systems architecture.

## Scope

*Architecture of CRM systems.* Functionalities of CRM systems. Front-office and back-office CRM systems. Business and technical project of the CRM system. Implementation options of CRM systems.

*Operational CRM (front-office).* Automation of basic business processes, i.e. sales, service, marketing, IT services management, mobile sales.

*Analytical CRM (back-office).* Preparation, support and optimization of internal and external customer-oriented decision-making processes. SAP BW data warehouse and its analytical functions using Business Content structures. Planning, optimization and simulation of CRM processes supported by SAP SEM (Strategic company management). Customer data analysis, i.e. multidimensional customer segmentation, customer value analysis, loyalty analysis, basket analysis. Customer contact analysis. Analysis of structure and dynamics of the customer. Sales Analysis. Evaluation of the work of traders. Analysis of the effectiveness of commercial and marketing activities. Comparative analysis of competition. Complaints and costs analysis. RFM analysis. LTV analysis. Matrix of achievable POC profit. Profitability analysis of the customer - product relationship.

*Marketing CRM.* Marketing planning. Management and automation of advertising campaigns. Marketing Analytics. CRM Middleware. Customer profiling and target marketing. Segmentation and filtering of business partners and target groups. Customer Information. Create personalized emails. Marketing product suggestions. Customer loyalty management. Impact on the customer through various communication channels.

*Communication CRM.* Supporting activities leading to closer cooperation with customers, suppliers and business partners. Management of direct interaction with clients. Multi-channel communication with clients, with particular emphasis on Internet channels (E-commerce). CRM in social media.

## Teaching methods

Lecture - conventional lecture using a video projector.

Laboratory - laboratory classes using CRM software.

## Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Knows the basic decision-making processes in the enterprise oriented to the client's needs		<ul style="list-style-type: none"><li>a test with score scale</li></ul>	<ul style="list-style-type: none"><li>Lecture</li></ul>
Can make a comparative analysis of competitors		<ul style="list-style-type: none"><li>an examination test with score scale</li></ul>	<ul style="list-style-type: none"><li>Lecture</li></ul>

Outcome description	Outcome symbols	Methods of verification	The class form
Knows the methods used to analyze customer data		<ul style="list-style-type: none"> <li>a test with score scale</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> </ul>
Can automate basic business processes		<ul style="list-style-type: none"> <li>a test with score scale</li> <li>activity during the classes</li> <li>an observation and evaluation of activities during the classes</li> </ul>	<ul style="list-style-type: none"> <li>Laboratory</li> </ul>
Knows the methods of analyzing the effectiveness of commercial and marketing activities		<ul style="list-style-type: none"> <li>a test with score scale</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> </ul>
Understands the need to manage customer loyalty		<ul style="list-style-type: none"> <li>a test with score scale</li> </ul>	<ul style="list-style-type: none"> <li>Laboratory</li> </ul>
Is aware of the need to support activities leading to closer interaction with customers, suppliers and business partners		<ul style="list-style-type: none"> <li>a test with score scale</li> </ul>	<ul style="list-style-type: none"> <li>Laboratory</li> </ul>
Knows the architecture and functionality of modern CRM systems		<ul style="list-style-type: none"> <li>a test with score scale</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> </ul>
Can plan, optimize and simulate CRM processes		<ul style="list-style-type: none"> <li>a test with score scale</li> <li>an observation and evaluation of the student's practical skills</li> <li>an ongoing monitoring during classes</li> <li>carrying out laboratory reports</li> </ul>	<ul style="list-style-type: none"> <li>Laboratory</li> </ul>

## Assignment conditions

Lecture - written exam carried out in the exam session.

Laboratory - the final grade is the arithmetic average of the grades obtained during written tests taking place during classes.

Final grade = 50% of the grade in the form of classes lecture + 50% of the grade in the form of laboratory classes.

## Recommended reading

1. Dejnaka, A., CRM. Zarządzanie kontaktami z klientami. Gliwice, Helion, 2002.
2. Dyché, J., CRM. Relacje z klientami. Gliwice, Helion, 2002.
3. Katta, S., Discover SAP CRM, Bonn, Galileo Press, 2013.
4. Kirchler, M., Manhart, D., Unger, J., Service with SAP CRM, Bonn, Galileo Press, 2009.
5. Rogoziński, K., Zarządzanie wartością z klientem, Warszawa, Wolters Kluwer Business, 2012.

## Further reading

1. Deszczyński, B., CRM: strategia, system, zarządzanie zmianą: jak uniknąć błędów i odnieść sukces wdrożenia, Warszawa, Wolters Kluwer Business, 2011.
2. Füchsle, M., Zierke, M.E., SAP CRM Web Client - Customizing and Development, Bonn, Galileo Press, 2009.
3. Snyder, M., Steger, J., Praca z Microsoft Dynamics CRM 3.0., Warszawa, APN Promise, 2006.
4. Cichoń, M., Biblia E-Biznesu, Gliwice, Helion, 2013.
5. Auksztol, J., Balwierz, P., Chomuszko, M., SAP. Zrozumieć system ERP, PWN, 2011.

## Notes

Modified by dr inż. Łukasz Sobolewski (last modification: 09-12-2019 10:29)

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