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<b>Oferta PJO*</b>	
<b>Oferta PJOE*</b>	TAK
<b>Kierunek, rok, stopień dla PJO</b>	Customer Experience Management
<b>Semestr roku 2021/2022</b>	zimowy

\* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+

\*\* zostawić właściwe

#### BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

<b>Module name</b>	<b>Customer Experience Management</b>
<b>Erasmus code</b>	34 – Business and administration
<b>ISCED code</b>	345 Management and administration
<b>Language of instruction</b>	English
<b>Website</b>	<a href="https://www.umcs.pl/pl/adres-book-employee,7768,pl.html">https://www.umcs.pl/pl/adres-book-employee,7768,pl.html</a>
<b>Prerequisites</b>	Interest in business management
<b>ECTS points hour equivalents</b>	Contact hours, work with an academic teacher: <b>30</b> Total number of hours with an academic teacher: <b>30</b> Number of ECTS points with an academic teacher: <b>6</b> Non-contact hours, students' own work: <b>0</b> Total number of non-contact hours: <b>0</b> Number of ECTS points for non-contact hours: <b>0</b> Total number of ECTS points for the module: <b>6</b>
<b>Educational outcomes verification methods</b>	Project: Student should prepare project of the business including elements of customer engagements, value co-creation and pro-active customer service towards the best customer experience creation in business practices.
<b>Description</b>	<ol style="list-style-type: none"> <li>1. Customer experience, the basis.</li> <li>2. Business models for new age businesses.</li> <li>3. Corporate social responsibility and sustainability.</li> <li>4. Business transformation challenge, toward omnichannel.</li> <li>5. Platform business model - new monopoly, network effect</li> <li>6. Exponential companies – customer engagement and external resources</li> <li>7. Customer experience in the internet businesses, user experience</li> <li>8. Customer segmentation, customer experience personalized</li> <li>9. Customer experience measurement, customer live time value</li> <li>10. Winning strategies and customer loyalty</li> <li>11. Business project for the best customer experience</li> </ol>
<b>Reading list</b>	<ol style="list-style-type: none"> <li>1. Wilson H., Street R., Bruce L., The Multichannel Challenge, Elsevier, 2008</li> <li>2. Kumar V., Managing customers for profit: strategies to increase profits and build loyalty, Pearson Prentice Hall, 2010</li> <li>3. Klaus, P., Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies, Palgrave Macmillan, 2015</li> <li>4. Ramaswamy V., Gouillart F., The Power of Co-Creation, Free Press, 2010.</li> <li>5. Ismail, S., Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours and what to do about it. Diversion Books, 2014.</li> <li>6. Moazed, A, Nicholas L. J., Modern monopolies: what it takes to dominate the 21st century economy. St. Martin's Press, 2016.</li> <li>7. Callebaut, J, Hendrik H, Madeleine J., The Naked Consumer Today: Or an overview of why consumers really buy things, and what this means for marketing. Garant, 2002.</li> </ol>

<p><b>Educational outcomes</b></p>	<p><b>Knowledge:</b> Students will be prepared to apply for position of Customer Experience Manager or Digital Customer Experience Manager in professional business (salary &gt; 35 TEUR/y <a href="https://www.glassdoor.com/Salaries/customer-experience-manager-salary-SRCH_KO0,27.htm">https://www.glassdoor.com/Salaries/customer-experience-manager-salary-SRCH_KO0,27.htm</a> ). Students will know business models, elements of strategy planning, customer relation management, customer service management in different circumstances for the best experience. Students</p> <p><b>SKILLS:</b> Students will practice understanding of business models through its analysis, building and adopting winning strategy to different circumstances. Students will investigate customer journey, and experience on the path in different business approach. Student will practice customer experience measurement and customer segmentation for modern service need personalization.</p> <p><b>ATTITUDES:</b> Students will take a part of interactive lectures and workshops. Students will practice in teamwork. Students will analyze matured and start-up companies looking for inspiration for their own business Students will finally complete the project of the modern business ready to start.</p>
<p><b>Practice</b></p>	<p>n/a</p>

INFORMATION ABOUT CLASSES IN THE CYCLE

<b>Website</b>	<a href="https://www.umcs.pl/en/courses-in-english,21103.htm">https://www.umcs.pl/en/courses-in-english,21103.htm</a> (dla PJOE)
<b>Educational outcomes verification methods</b>	
<b>Comments</b>	
<b>Reading list</b>	1.
<b>Educational outcomes</b>	KNOWLEDGE 1. SKILLS 1. ATTITUDES 1.
<b>A list of topics</b>	1.
<b>Teaching methods</b>	
<b>Assessment methods</b>	