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| **Prowadzący** | Mieczysław Pawłowski |
| **Oferta PJO\*** |  |
| **Oferta PJOE\*** | TAK  |
| **Kierunek, rok, stopień dla PJO** | Customer Experience Management |
| **Semestr roku 2021/2022** | 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)

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| **Module name** | **Customer Experience Management** |
| **Erasmus code** | 34 – Business and administration |
| **ISCED code** | 345 Management and administration |
| **Language of instruction** | English |
| **Website** | [https://www.umcs.pl/pl/addres-book-employee,7768,pl.html](https://www.umcs.pl/pl/addres-book-employee%2C7768%2Cpl.html) |
| **Prerequisites** | Interest in business management, marketing and e-commerce |
| **ECTS points hour equivalents** | Contact hours, work with an academic teacher: 30Total number of hours with an academic teacher: 30Number of ECTS points with an academic teacher: 6Non-contact hours, students' own work: 10 Total number of non-contact hours: 10 Number of ECTS points for non-contact hours: 0 Total number of ECTS points for the module: 6 |
| **Educational outcomes verification methods** | The intention of the course is to prepare students to be ready for application for the position of customer experience manager or a customer relationship manager, as very attractive position on the market. The results of education will be verified during the student’s projects: the prototype of your own blog comprising synthesis of the knowledge from the course on the customer experience management in the internet communication environment and finally, by presenting the subject skills in the form of a CV addressed to a potential employer. |
| **Description** | 1. Foundation of customer experience management.
2. Customer experience in the internet businesses, user experience.
3. Customer experience personalized - customer and product segmentation.
4. Customer experience measurement, customer live time value.
5. Circular Economy Model, Corporate Social Responsibility, and sustainable development.
6. Business models for XXI age, what customer experience means?
7. Platform business - new monopoly and network effect, GIG economy.
8. Exponential companies, stakeholders’ engagement, and use of external resources.
9. Business transformation challenges.
10. Strategies and customer loyalty – are you able to win them all?
11. Students’ mini projects
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| **Reading list** | 1. Pawłowski, M., & Pastuszak, Z. (2017). B2B customers buying behavior. *International Journal of Synergy and Research*, *5*, 19.
2. Karman, A., & Pawłowski, M. (2022). Circular economy competitiveness evaluation model based on the catastrophe progression method. *Journal of environmental management*, *303*, 114223.
3. Kouhizadeh, M., Zhu, Q., Alkhuzaim, L., & Sarkis, J. (2022). Blockchain Technology and the Circular Economy: An Exploration. In Circular Economy Supply Chains: From Chains to Systems. Emerald Publishing Limited.
4. Klaus, P., Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies, Palgrave Macmillan, 2015
5. Wilson H., Street R., Bruce L., The Multichannel Challenge, Elsevier, 2008
6. Kumar V., Managing customers for profit: strategies to increase profits and build loyalty, Pearson Prentice Hall, 2010
7. Ramaswamy V., Gouillart F., The Power of Co-Creation, Free Press, 2010.
8. 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.
9. Moazed, A, Nicholas L. J., Modern monopolies: what it takes to dominate the 21st century economy. St. Martin's Press, 2016.
10. 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.
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| **Educational outcomes** | **Knowledge:** Students will be prepared to apply for position of e-Commerce manager, Customer Experience Manager, Digital Customer Experience Manager, Customer Relationships Manager, and similar in professional business (salary > 50 TEUR/year [https://www.glassdoor.com/Salaries/customer-experience-manager-salary-SRCH\_KO0,27.htm](https://www.glassdoor.com/Salaries/customer-experience-manager-salary-SRCH_KO0%2C27.htm) ). Students will be trained in business models for successful customer retention management, customer service planning for different circumstances for the best experience and loyalty. Students will follow new age trends in circular economy and elements of strategic planning especially for business on the internet.**SKILLS:** Students will be prepared to analyze business models, create, and adopt strategy variants to different customer groups and business circumstances. Students will be able to follow and plan customer journey for not only effective business but also great customer experience and sustainable development. Students will be educated to measure customer experience and calculate customer segmentation for service personalization and apply differentiation in marketing activities.**ATTITUDES:** Students will take a part of interactive lectures and workshops for practicing cooperation and teamwork. Students will analyze business models of sustainable companies, start-ups, and companies during transformation for training openers and business interest. Students will look for inspiration for their own role in business they will finally mange in the future. |
| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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| **Website** | [https://www.umcs.pl/en/courses-in-english,21103.htm](https://www.umcs.pl/en/courses-in-english%2C21103.htm) (dla PJOE) |
| **Educational outcomes verification methods** |  |
| **Comments** |  |
| **Reading list** |  |
| **Educational outcomes** | KNOWLEDGESKILLSATTITUDES |
| **A list of topics** | 1.
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| **Teaching methods** |  |
| **Assessment methods** |  |