

Basic information about the subject (independent of the cycle)

<b>Module name</b>	<b>Process of managing relations with customer in enterprise</b>
Erasmus code	
ISCED code	
Language of instruction	English
Website	
Prerequisites	Not required
ECTS points hour equivalents	<b>Contact hours (work with an academic teacher) – 15h</b> <b>Total number of hours with an academic teacher – 15h</b> <b>Number of ECTS points with an academic teacher - 1,5 ECTS</b> <b>Non-contact hours (students' own work) – 15h</b> <b>Total number of non-contact hours – 15h</b> <b>Number of ECTS points for non-contact hours – 1,5 ECTS</b> <b>Total number of ECTS points for the module – 3 ECTS</b>
Educational outcomes verification methods	Written exam - <b>Test</b>
Description	<p>The module covers the knowledge in the area of process of managing relations with customer in enterprise.</p> <p>The lecture explains the genesis of customer relationship management, the process of creating relationships between the enterprise and customers, essence of strengthening loyalty and describes IT solutions which are the support in the process of customer relationship management.</p> <p>During the lecture students acquire knowledge in the field of social and organizational conditions of customer relationship management, the specifics of organizational change caused by the implementation of CRM and benefits and limitations of the use of CRM in enterprise.</p>
Reading list	<ol style="list-style-type: none"> <li>1. Cooper K., <i>The Relational Enterprise: Moving Beyond CRM to Maximize All Your Business Relationships</i>. Public Affairs 2002.</li> <li>2. Buttle F., Maklan S., <i>Customer Relationship Management. Concepts and Technologies</i>, Taylor &amp; Francis Group 2019.</li> <li>3. Dyche J., <i>The CRM Handbook: A Business Guide to Customer Relationship Management</i>, Addison Wesley 2002.</li> <li>4. Greenberg P., <i>CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers</i>, McGraw Hill 2010.</li> <li>5. Lizotte O., <i>Do you CRM me?: An Analytical Guide to Customer Relationship Management</i>, 2017.</li> </ol>
Educational outcomes	<p><b>KNOWLEDGE</b></p> <ul style="list-style-type: none"> <li>• about the process of customer relationship management</li> <li>• about the importance of loyalty in the process of creating relationships with the customer</li> <li>• about the social and organizational conditions of customer relationship management</li> </ul> <p><b>SKILLS:</b></p> <ul style="list-style-type: none"> <li>• identification of strengths and weaknesses of CRM in the enterprise</li> <li>• proposal to improve the process of customer relationship management in the enterprise</li> <li>• preparation of the organization for the implementation of CRM</li> </ul> <p><b>ATTITUDES:</b></p>

	<ul style="list-style-type: none"> <li>• ready to work in groups</li> <li>• can supplement and improve acquired knowledge and skills</li> </ul>
Practice	-

#### Information about classes in the cycle

Website	-
Educational outcomes verification methods	Written exam - <b>Test</b>
Comments	-
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A list of topics	<ol style="list-style-type: none"> <li>1. The essence and principles of the CRM concept.</li> <li>2. Evolution of customer relationship management.</li> <li>3. The company and customers as the sides of relationship.</li> <li>4. The proces of creation customer`s loyalty</li> <li>5. Selected methods of acquisition customer`s loyalty</li> <li>6. IT support for customers relationship management.</li> <li>7. Determinants of organizational and social effectiveness of CRM in the modern enterprise.</li> <li>8. CRM as a change of functioning the organization.</li> <li>9. Benefits and limitations of CRM in the enterprise.</li> </ol>
Teaching methods	Informative lecture, case study, discussion, group work
Assessment methods	Written exam and participation in class activity (80% / 20%)