

Name: Customer Relationship Management (CRM)					
Module/course code: IAB69022	Student workload: 510 Minutes / Week	Credits (ECTS): 4.53 ECTS	Semester 6	Frequency Even Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/Response		Contact hours: 150 minutes/week	Independent study 360 minutes/week		Class size X students: 30 Students
1	Prerequisites for participation: -				
2	<p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Able to understand and explain Introduction to customer relationship management 2. Understand relationships and identify organizational and customer relationship management issues, plan and implement customer relationship management projects, and develop, manage and use customer related databases. 3. Able to understand and explain Customer portfolio management, customer relationship and customer experience, create value for customers, manage customer life cycle: customer acquisition, customer retention and development, how to manage network for customer relationship management performance and investor and employee relations, suppliers and partners, and information technology for customer relationship management. 				
3	<p>Description:</p> <p>This course provides knowledge to find out as much as possible about customer needs and behavior, to further provide an optimal service and maintain existing relationships, because the key to success in business depends on how much we know about customers and meet their needs. It is difficult for a company to achieve and maintain leadership and profitability without the ongoing focus that can be placed on CRM.</p>				
4	<p>Teaching methods:</p> <ol style="list-style-type: none"> 1. Lectures 2. Discussions 3. Group Works 				
5	<p>Assessment methods:</p> <ol style="list-style-type: none"> 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz 				
6	<p>Other information e.g. bibliographical references:</p> <p>Main reference</p> <ol style="list-style-type: none"> 1. Francis Buttle, Customer Relationship Management; 2009; Even Edition <p>Supporting reference</p> <ol style="list-style-type: none"> 1. Christopher Berres, Michael Berres; Roger Baran ; Customer RelationshipManagement; 2014; Odd Edition 				