

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Customer relationship management		Code 1011102231011145120
Field of study Corporate Management - Full-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Corporate Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences		ECTS distribution (number and %) 2 100%
Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		Responsible for subject / lecturer: dr inż. Maciej Szafranski email: maciej.szafranski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student has a basic knowledge of the macro and micro-economic and marketing
2	Skills	The student can interpret and describe the factors affecting the market mechanism of the enterprise
3	Social competencies	The student is able to analyze and effectively use marketing tools affecting the enterprise's operations
Assumptions and objectives of the course: The aim of the course is to gain knowledge and acquire the skills in identifying customer needs and the methods and techniques for creating, maintaining and developing relationships with buyers in order to implement the business strategy		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student has the knowledge of the importance and building relationships with business customers - [K2A_W01] 2. The student knows the terminology relating to the conditions of organizational structures and customer relationship management - [K2A_W03] 3. The student knows and understands the ways functioning of the enterprise in the areas responsible for customer relationship management - [K2A_W07] 4. The student has knowledge of the methods and tools for modeling of decision-making processes and segmentation of buyers. - [K2A_W08] 5. The student has knowledge of the techniques and methods to maintain long-term relationships with customers and their influence on the decision-making process modeling - [K2A_W09]		
Skills:		
1. Student can identify market factors affecting the management of customer relationships. - [K2A_U01] 2. Students can do segmentation of target customers. - [K2A_U02] 3. Students can make an economic impact assessment of the relationship with the customers on the functioning of the enterprise. - [K2A_U03] 4. The student can describe the life cycle of the customer and determine customer lifetime value - [K2A_U04] 5. Student can apply the techniques and methods of obtaining information for the needs of customer relationship management - [K2A_U06]		
Social competencies:		

1. The student becomes aware of the need for continuous further training in issues of marketing, particularly in the area of customer relationship management. - [K2A_S01]
2. The student is aware of the significance of the decision in the area of customer relationship management. - [K2A_K02]
3. Students can proceed in enterprising way both in professional and personal life - [K2A_K05]
4. Students can use the ability to act in creative and innovative way in professional and personal life - [K2A_K06]
5. Students can use modern information and communication technologies for the needs of customer relationship management in a conscious and effective way - [K2A_K06]

Assessment methods of study outcomes		
Colloquium containing descriptions of the cases.		
Course description		
The essence of customer service process Identifying potential customers Customer needs and expectations Making contact with the customer Customer service The assessment of the needs and expectations Maintaining long-lasting relationships with customers The process of customer service in relation to the transaction process Basic concepts of engineering, relations, management, customer Affiliate Marketing as a source of tools powering the development of engineering management of customer relationship Customer life cycle Customer life time value Marketing information system supporting the process of customer relationship management Obtaining information for customer relationship management		
Basic bibliography:		
1. Zarządzanie relacjami z klientem, Bondarowska K., Szafrński M., Goliński M., Wyd.Politechniki Poznańskiej, 2010 2. Zarządzanie relacjami z klientem, Dembińska-Cyran I., Hołub-Iwan J., Perenc J., Wyd.Centrum Doradztwa i Informacji Difin, Warszawa, 2004. 3. Zarządzanie relacjami z klientem (CRM) a postępowanie nabywców na rynku usług, Wereda W., Wyd.Difin, Warszawa, 2009.		
Additional bibliography:		
Result of average student's workload		
Activity	Time (working hours)	
1. Preparing to pass of the lecture	20	
Student's workload		
Source of workload	hours	ECTS
Total workload	50	2
Contact hours	35	1
Practical activities	15	1