



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Customer satisfaction survey

Course

Field of study

Product Lifecycle Engineering

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

English

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

Tutorials

Projects/seminars

15

Other (e.g. online)

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr hab. inż. Beata Starzyńska

email: beata.starzynska@put.poznan.pl

tel. 61 665 27 41

Faculty of Mechanical Engineering

Piotrowo Street No 3, 60-965 Poznań

Responsible for the course/lecturer:

Prerequisites

Knowledge of the basics of business management (including marketing basics), the concept of quality management and basic knowledge of managerial techniques.

Course objective

The aim of the course is for students to learn the methods and tools for customer satisfaction surveys, to acquire skills in their selection and application, as well as to make students aware of the importance of market information obtained in this way for the improvement and development of the enterprise.

Course-related learning outcomes

Knowledge



The student has knowledge of the methods and tools for testing customer satisfaction of the company and other stakeholders in the company's environment.

Skills

The student is able to select and put into practice the methods and tools of customer satisfaction surveys and apply the knowledge thus acquired to control quality in the company.

Social competences

The student understands the need to obtain feedback from the customer as a valuable resource of enterprise knowledge.

The student is aware of the role and importance of the quality category in engineering activities.

The student actively participates in pro-quality, innovative and team activities.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: based on final test (once).

Design part: based on the implementation of the design consisting in the selection of the method, design and implementation of a customer satisfaction survey and development of results.

Programme content

Lecture part:

The essence and necessity of obtaining information from the enterprise environment. Company Clients. Their needs, expectations, requirements for products, the specifics of providing services. Quality management models in the context of the Company's clients' satisfaction. Customer satisfaction measurement methods (CSI, Sevqual method, other). Tools for measuring improvement potential in the organization (PGCV index and others). The importance of information obtained from the market as an element of closing the information loop in control and quality assurance in the enterprise.

Project part: designing and conducting a customer satisfaction survey in a selected organizational unit.

Teaching methods

Lecture: a form of conventional lectures combined with active discussion of students.

Project: implementation of tasks in accordance with the course of the selected customer satisfaction survey method.

Bibliography

Basic

1. Cochran C., Customer satisfaction: tools, techniques and formulas for success, Paton Professional, Chico California, 2011



2. Hill N., Brierley J., MacDougall R., How to measure customer satisfaction, Routledge Taylor & Francis Group, London and New York, 2017

Additional

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for workshops, preparation for tests/exam, project preparation) ¹	20	1,0

¹ delete or add other activities as appropriate