POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

pl. M. Skłodowskiej-Curie 5, 60-965 Poznań

COURSE DESCRIPTION CARD - SYLLABUS

Course name
Systems of CRM class

Course

Field of study	Year/Semester
Management and Production Egineering	2/4
Area of study (specialization)	Profile of study
Computerisation in Production	general academic
Level of study	Course offered in
Second-cycle studies	Polish
Form of study	Requirements
part-time	elective

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
8	8	
Tutorials	Projects/seminars	

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

PhD. Ewa Dostatni

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Faculty of Mechanical Engineering

Piotrowo 3 60-965 Poznań

Responsible for the course/lecturer:

Prerequisites

Has basic knowledge of the place and importance of marketing in the system of science, in the economy and in the enterprise, has knowledge covering the implementation of modern management standards in IT systems. Has the ability to use marketing methods and instruments to solve problems and plan the company's operations. Can acquire information from IT management systems. He is able to think and act in an entrepreneurial manner, is aware of the role of computerization in engineering activities in the area of production management, is prepared to actively participate in teams and organizations conducting marketing activities.

Course objective

The aim of the course is to prepare the student for effective building, analyzing and interpreting

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customer relations using information technologies used for the purposes of analytical, operational and communication support.

Course-related learning outcomes

Knowledge

Has knowledge of CRM class solutions (analytical, operational and contact). Knows the concepts of customer relationship management used in enterprises. Knows how to implement CRM systems.

Skills

Is able to use computer support to manage customer relations. Can choose the method and CRM system for the company. Knows how to develop a strategy for customer relationship management. Can handle and prepare the implementation of the CRM class system (bs4).

Social competences

The student is creative, responsible for decisions, can determine the priorities of the activities. Student is able to cooperate with the team. He can independently develop knowledge in the subject.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Intermediate rating

Laboratory: based on the assessment of the current progress of laboratory tasks

Lecture: based on the answers to questions about the material discussed in previous lectures

Summary rating:

Laboratory: credit based on tasks performer during laboratory (credit on computer workstation) and the implementation of the report of the exercises. The student must obtain a positive assessment of the executed report.

Lecture: credit based on test consisting of open questions in a scale 0-1. Test is passed after obtaining at least 55% of all points. Discussion of the test results. Test is carried out at the end of the semester.

Programme content

Lecture:

Basic information about the CRM philosophy (genesis, CRM approaches, goals and benefits).

Types and selection of CRM strategies.

Building relationships with clients.

Building a customer identification matrix.

IT systems supporting CRM.

Organization of the CRM project in a production enterprise.

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Preparation for implementation of the CRM class system.

Examples of implementations.

Development of CRM on global markets.

Laboratory:

Familiarization with the functionality of CRM systems (software - CRM-bs4 class system). Development of a project to implement a CRM class system in an enterprise (customer identification matrix, description of customer service processes, development of a loyalty program, analysis of requirements for the CRM class system and cost-effectiveness of implementation, selection and development of organizational assumptions for the implementation of the CRM system in the enterprise).

Teaching methods

Lecture: multimedia presentation illustrated with examples given on a board, problem solving.

Laboratory: project implementation, work on computer workstations.

Bibliography

Basic

1. Dyche J., CRM. Relacje z klientami, Helion, Gliwice 2002

2. Stachowicz – Stanuch A., Stanuch M., CRM, Przewodnik dla wrażających, Placet, Warszawa

3. Mazur A., Mazur D., Jak wdrożyć CRM w małej i średniej firmie, MADAR 2004

Additional

1. Gwiazda E., Właściwe relacje z klientem – system CRM, Ekonomika i Organizacj produkcji, 2002

2. Dembińska-Cyran I., Hałub-Iwan J., Perenc J., Zarządzanie Kontaktami z klientem, Difin,2004

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	20	1,0
Student's own work (literature studies, preparation for laboratory classes, preparation for exam) [1]	30	1,0

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[1] delete or add other activities as appropriate