

**COURSE DESCRIPTION****1. Information about the programme**

1.1 Institution of higher education	Alexandru Ioan Cuza University of Iasi
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Department	Department of Accounting, Information Systems and Statistics
1.4 Field of study	Business Informatics
1.5 Level	Master
1.6 Study programme/ Qualification	Software Development and Business Information Systems

2. Information about the course

2.1 Course name	Customer Relationship Management						
2.2 Course coordinator	Prof. Doina Fotache, Ph.D.						
2.3 Seminar coordinator	Associate Professor Valerică Greavu-Șerban, Ph.D.						
2.4 Year of study	II	2.5 Semester	I	2.6 Type of assessment	M	2.7 Discipline status	E

* C – Compulsory / E - Elective

3. Total estimated time (hours allotted to didactic activity per semester)

3.1 Total number of hours per week	3	of which: 3.2	2	3.3 seminar/lab	1
3.4 Total number of hours in the curriculum	42	of which: 3.5	28	3.6 seminar/lab	14
Time distribution					hours
Study of the handbook, coursebook, bibliography and notes					55
Additional research in the library, online and on the field					25
Preparation of seminars/labs, homeworks and projects					40
Tutorials					15
Assessment					3
Other activities.....					
3.7 Total number of self-study hours	138				
3.9 Total number of hours per semester	180				
3.10 Number of credits	6				

4. Prerequisites (if applicable)

4.1 curriculum-based	• Not applicable
4.2 competence-based	• Not applicable



**5. Conditions** (if applicable)

5.1. for lectures	<ul style="list-style-type: none">• Lecture rooms shall be provided with video projector• Students will attend lectures. Cell phones must be turned off.
5.2. for seminars/labs	<ul style="list-style-type: none">• IT services of the faculty will provide a real or virtual machine to act as CRM Server• Students are invited to bring and use their own laptops• Labs will have enough computers for students not owning a laptop• Lab computers will have installed the network infrastructure in order to connect to the CRM Server

6. Assimilated specific competences

Professional competences	<ul style="list-style-type: none">• C4.3 Identification of information sources, application modules and available services, both inside and outside the business system; estimate the solutions of their integration in order to match the current and future information needs of the organization (1 credit)• C5.1 Acquiring knowledge on methodologies and standards for planning, implementation and monitoring of software projects, the governance of technologies, services and IT systems within organizations (0.5 credits)• C5.2 Development of an organizational framework for the IT projects and services, according to the needs of stakeholders/customers (0.5 credits)• C6.1 Understanding the tools and standards for business process modeling, as well as methodological and technical tools for automating business processes (1 credit)• C6.3 Understand common and specific features of the business processes of the company and how they can be organized and implemented using information technologies (1 credit)• C6.4 Manage business processes and related services in organization for a maximum impact on organizational performance (1 credit)
Transversal competences	<ul style="list-style-type: none">• CT1 – The ability to communicate and collaborate in teams of different professionals (0.5 credits)• CT3 – Continuous improvement of specific skills and knowledge towards approaching information systems, development of new software technologies and management of information systems (0.5 credits)

7. Discipline objectives (provided by the assimilated specific competences grid)

7.1 The general objective of the discipline	<ul style="list-style-type: none">• Courses for CRM demonstrate how to leverage functionality for the full spectrum of CRM processes -- including sales, service, marketing, and operations and explains the circular relationship between suppliers, technology and customers (which together provide the infrastructure for customer support in an e-business environment). Managing relationships with customers has become a critical organizational competency. Get winning strategies for acquiring and retaining customers by leveraging the latest advanced technologies.
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	This course teaches students how to select the right tools for the business.
7.2 Specific objectives	<ul style="list-style-type: none">• A clear understanding of why CRM systems is important and how it influences the profitability• Guidance on how to choose, implement and maintain a CRM system, strategy and plan• A greater understanding of the value of clients data and how to use it• A framework for selecting the best technical solution• Tools and tips for measurement and evaluation of CRM performance• Guidance on selecting technology partners• Appreciation of how small things in the world of CRM can often make a big difference to the bottom

8. Content

8. 1 Lecture	Teaching methods	Observations
Customer and Customer Strategy	PPT presentation, explanation, conversation, questioning	1 lecture Kumar, V., Reinartz , W., Customer Relationship Management: Concept, Strategy and Tools, Springer, 2012
Customer Centric Enterprise (CCE)	PPT presentation, explanation, conversation, questioning	1 lecture Peppers, D., Rogers, M., Managing Customer Relationships: A Strategic Framework , Hardcover, 2011
Customer Lifecycle Management	PPT presentation, explanation, conversation, questioning	1 lecture Kumar, V., Reinartz , W., Customer Relationship Management: Concept, Strategy and Tools, Springer, 2012
Operational, Analytical and Collaborative CRM	PPT presentation, explanation, conversation, questioning	2 lectures Kumar, V., Reinartz , W., Customer Relationship Management: Concept, Strategy and Tools, Springer, 2012
e-CRM, Social CRM	PPT presentation, explanation, conversation, questioning	1 lecture Peppers, D., Rogers, M., Managing Customer Relationships A Strategic Framework, Hardcover, 2011





Implementing CRM, CRM Project Management	PPT presentation, explanation, conversation, questioning	2 lectures Peppers, D., Rogers, M., Managing Customer Relationships: A Strategic Framework , Hardcover, 2011
Data Mining and CRM	PPT presentation, explanation, conversation, questioning	1 lectures Kumar, V., Reinartz , W., Customer Relationship Management: Concept, Strategy and Tools, Springer, 2012
Big Data and CRM	PPT presentation, explanation, conversation, questioning	2 lectures Kumar, V., Reinartz , W., Customer Relationship Management: Concept, Strategy and Tools, Springer, 2012
Customer Profitability Analysis	PPT presentation, explanation, conversation, questioning	1 lecture Peppers, D., Rogers, M., Managing Customer Relationships: A Strategic Framework, Hardcover, 2011
CRM Tools and Case Studies	PPT presentation, explanation, conversation, questioning	2 lectures Kumar, V., Reinartz , W., Customer Relationship Management: Concept, Strategy and Tools, Springer, 2012
CRM in Various Industries	PPT presentation, explanation, conversation, questioning. Case studies	1 lecture Kumar, V., Reinartz , W., Customer Relationship Management: Concept, Strategy and Tools, Springer, 2012

Bibliography

***, Enterprise Information Systems: Concepts, Methodologies, Tools and Applications, Information Science Reference USA, UK, 2011

***, Guide to understanding Social CRM, Chess Media Group, June 2010

Finnegan, D., Willcocks, L., Implementing CRM from Technology to Knowledge, John Wiley & Sons, UK, 2007

Hurbean, L., Fotache, D., Păvăloaia, D., Dospinescu, O., Platforme integrate pentru afaceri. ERP, Ed. Economica, București, 2013

Fotache, D., Hurbean, L., Dospinescu, O., Păvăloaia, D., Procese organizaționale și integrare informațională. Enterprise Resource Planning, Ed. Univ. Al. I. Cuza, Iași, 2010

Kachinske E., Kachinske T., Kachinske A., Maximizing Your Sales with Microsoft Dynamics CRM 2011, Microsoft Press, 2011

Kumar, V., Reinartz , W., Customer Relationship Management: Concept, Strategy and Tools, Springer, 2012





Leger, P., Customer interaction in the digital age: Strategies for improving satisfaction and loyalty. The Utilities Project Vol 1, 2000, Retrieved September 2008, from http://www.utilitiesproject.com/documents.asp?grID=86&d_ID=150

Payne, A, Handbook of CRM. Achieving Excellence in Customer Management, Butterworth-Heinemann, UK, 2006

Peppers, D., Rogers, M., Managing Customer Relationships: A Strategic Framework , Hardcover, 2011

Saenger, J., Koehler, T., Peters, L., Oracle CRM On Demand Deployment Guide, McGraw-Hill, USA 2010

Woodcock, N., Stone, M., Foss, B., The Customer Management Scorecard: Managing CRM for Profit, Kogan Page Publishers, 2003

8. 2 Seminar/lab	Teaching methods	Observations
CRM Platforms, Microsoft Dynamics CRM 4.0 and Salesforce	Demonstration, Scripts and code execution, Questioning	1 lab
Creating workflows	Demonstration, Scripts and code execution, Questioning	1 lab
Organizing data into customized, searchable files. Quotes, e-mails, invoices, purchase orders and other contacts can all be systemized.	Discussion, Scripts and code execution	1 lab
Organizing customers and clients in ways that make contact easier. For example, users can attach alerts with specific customers who usually require extra assistance or order service calls by location to reduce travel time	Demonstration, Scripts and code execution, Questioning	1 lab
Importing consumer-entered information from websites and sending automated reminder e-mails and registration-type memos	Discussion, Scripts and code execution	1 lab
Tracking customer loyalty and referrals	Discussion, Scripts and code execution	1 lab
Analysis and reports	Demonstration, Scripts and code execution, Questioning	1 lab
Bibliography Microsoft Dynamics CRM 4.0 User's Guide SalesForce Documentation		

9. Corroboration of the discipline content with the expectations of epistemic community representatives, professional associations as well as of representative employers in the programme related field.

- The content of this discipline has been decided upon by taking into account both the curricula of some prestigious Western Universities and the demands of the economic environment provided by potential employers, either in the public or in the private IT companies.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Share of
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			final grade
Essay	Quality of essay and presentation	Written form, presentation (by each of the team members)	30%
Team leader assessment	Individual work of each member within the team	Team leader assessment	20%
Course activity	Involvement in course lectures, questions, discussions, power and elegance of arguments	Course coordinator assessment	10%
Labs assessment + project	Quality and complexity of the project, lab activity	Labs coordinator assessment	40%
10.6 Minimum performance standard			
<ul style="list-style-type: none">Develop a blueprint concerning to planning, implementing and maintaining a CRM system			

Date of completion
01.10.2020

Lecture Coordinator
Prof. Doina Fotache, Ph.D.

Lab Coordinator
Associate Professor Valerică
Greavu-Șerban, Ph.D.

Date of approval within the department
01.10.2020

Head of Department
Prof. Florin Dumitriu, Ph.D.

