



Customer relationship management in international business Syllabus

Basic information

Field of study* International Economic Relations	Didactic cycle 2020/2021
Specialisation International Business	Subject code UEPMSG03S.28C.11372.20
Organizational unit UEP	Language of instruction English
Level of qualification Second-cycle programme	Mandatory Obligatory
Mode of study Full-time	Block Block C
Track General academic	
Person responsible for the content of the syllabus	Bartosz Deszczyński

Period Semester 4	Method of evaluation Assessment	Number of ECTS points 3
	Activities and hours • Participation in lectures: 30	

Subject's educational aims

C1	To comprehend the interrelated potential of CRM strategy, systems & change management
C2	To learn about the implementation issues of CRM
C3	To discover the internal and external barriers of CRM implementation in an organization
C4	To get familiar with the CRM processes

Entry requirements

Student has basic knowledge about marketing and companies.

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge			
W1	Student is able to characterize interdependencies between relationship strategy, CRM systems and change management.	K2_W01	Group project / Group work
W2	Student is able to describe the role of value creating processes	K2_W01	Group project / Group work
W3	Student is able to evaluate the benefits of CRM implementation for an international organization	K2_W01, K2_W02	Group project / Group work
W4	Student is able to uncover typical problems in CRM implementation in multinational companies	K2_W01, K2_W02	Group project / Group work
Skills			
U1	Student is able to position CRM in global strategy, business units strategy and functional strategy of an enterprise	K2_U02	Group project / Group work
U2	Student is able to choose goals of CRM implementation for a multinational company	K2_U02, K2_U05	Group project / Group work
U3	Student is capable for planning CRM implementation in multinational company	K2_U02, K2_U05, K2_U15	Group project / Group work
Social competences			
K1	Student is able to assess properly the importance of communication in international customer servicing processes	K2_U17, K2_U18	Group project / Group work
K2	Student recognizes the interdependence between three stakeholders of a company: customers, employees and owners	K2_K03, K2_K04	Group project / Group work

Study content

No.	Course content	Subject's educational goals	Subject's learning outcomes
1.	The idea of CRM and the relationship maturity of a company	C1	W1, U1, K2
2.	Planning CRM implementation	C1	W1, U1, K2
3.	Value creating processes, Lead Management, Cross- / Up-Selling. Loyalty Management, Anti-churn Management	C1, C4	W1, W2, K1
4.	CRM processes' re-design	C1, C4	W1, W2, K2
5.	Global CRM strategy	C1, C2, C4	W1, W2, W3, W4, U2, K1
6.	The measurable benefits of CRM	C1	W3, K2
7.	External barriers of CRM implementation	C1, C3	W4
8.	Internal barriers of CRM implementation	C1, C3	W4, K1
9.	CRM field implementation projects	C2, C4	W2, W3, W4, U2, U3, K1

10.	CRM systems	C2	W2, W3, W4, U2, U3, K1
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Bibliography

Obligatory

1. Baran R.J., Galka R.J., 2013, CRM, The Foundation of Contemporary Marketing Strategy, Routledge, New York.
2. Payne A, Frow P., 2013, Strategic Customer Management, Integrating Relationship Marketing and CRM, Cambridge University Press, Cambridge.

Recommended

1. Gentle M., CRM Project Management Handbook – Building realistic expectations and managing risk, Kogan Page, London 2004
2. Greenberg P., CRM at Speed of Light, Third Edition, Essential Customer Strategies for the 21st Century, McGraw-Hill/Osborne, New York, Chicago, San Francisco, Lisbon, London, Madrid, Mexico City, Milan, New Delhi, San Juan, Seoul, Singapore, Sydney, Toronto 2004

Course advanced

Teaching methods:

Project method, Brainstorming, Conversation lecture, Lecture with multimedia presentation, Discussion, e-learning methods

Teaching methods	Method of evaluation	Credit conditions
Lectures	Group project / Group work	Students are asked to follow the topics presented during the lectures and to step wise prepare a team project (recommended). Alternatively, there is an exam for the students, who did not participate in a project team.

Calculation of ECTS points

Activity form	Activity hours*	
Participation in lectures	30	
Project preparation	24	
Data collection	24	
Student workload	Hours 78	ECTS 3.0
Workload involving teacher	Hours 30	ECTS 1.0
Practical workload	Hours 24	ECTS 0.5

* one hour of classes = 45 minutes

Effects

Code	Content
K2_K03	the graduate is ready to effectively participate in undertaking and implementing team project tasks regarding the operation of modern business entities and the economy as a whole in conditions of the progressing internationalisation of business activity and developing integration processes
K2_K04	the graduate is ready to think and act in an entrepreneurial manner
K2_U02	the graduate is able to use in practice theoretical knowledge with reference to the operation of business entities in the international market (in connection with the selected specialisation as part of the International Economics programme)
K2_U05	the graduate is able to efficiently use rules and standards regarding business activity in order to solve specific problems, particularly those arising from international cooperation (in connection with the selected specialisation as part of the International Economics programme)
K2_U15	the graduate is able to prepare detailed speeches and oral presentations, in Polish and in English, on international economics (in connection with the selected specialisation as part of the International Economics programme), and to prepare interdisciplinary speeches, communicating with various audiences
K2_U17	the graduate is able to cooperate as part of a team, also a multicultural one, including the adoption of various team roles; has organisational skills that help to achieve goals related to designing and undertaking professional activities; is aware of the responsibility for their own work, and assumes responsibility towards their colleagues for jointly conducted research and projects
K2_U18	the graduate is able to properly communicate with a multicultural environment, and to appropriately establish priorities used in performing a task set by themselves or by others
K2_W01	the graduate knows and understands thoroughly selected facts, objects, phenomena and relationships that constitute an advanced general knowledge of economic sciences, particularly economics, finance and management, and their place in the system of sciences and relationship to other sciences
K2_W02	the graduate knows and understands terminology, facts and phenomena in the field of international economics, international business relations and complementary areas of knowledge, such as international management, international trade, international logistics and international finance