

Subject Description Form

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| Subject Code | COMP 3134 |
| Subject Title | Business Intelligence and Customer Relationship Management |
| Credit Value | 3 |
| Level | 3 |
| Pre-requisite/ Co-requisite/ Exclusion | |
| Objectives | <p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> 1. Understand the key components of business intelligence and its use for customer behavior analysis; 2. Provide the knowledge in CRM / eCRM, people management, process management, customer behaviour and analysis, which are essential for business operations. 3. Introduce CRM measurement and business intelligence tools in the market. |
| Intended Learning Outcomes | <p>Upon completion of the subject, students will be able to:</p> <p><i>Professional/academic knowledge and skills</i></p> <ol style="list-style-type: none"> (a) understand the key components of business intelligence and concepts of CRM in eCommerce environments; (b) build the knowledge infrastructure to support decision making and marketing; (c) apply the latest development in business intelligence / CRM tools; (d) develop skills and CRM-based business strategies; <p><i>Attributes for all-roundedness</i></p> <ol style="list-style-type: none"> (e) improve presentation and communication skills (through case study presentations); (f) learn independently and to find/integrate information from different sources required in solving real-life problems; (g) build up on team spirit, presentation and technical writing skills. |
| Subject Synopsis/ Indicative Syllabus | <ol style="list-style-type: none"> 1. Introduction to business intelligence and CRM – applications of business intelligence (BI), overview of BI tools and its key components; CRM process; management |

| | <p>issues and measurement; customer values; CRM initiatives and economic impact.</p> <ol style="list-style-type: none"> 2. CRM strategies planning - Customer strategy; brand strategy; channel strategy. 3. Customer behaviour and analysis - Customer profitability; customer buying values analysis; customer profiling. 4. Knowledge-enabled CRM and BI tools - Knowledge management and data warehouse; BI techniques, tools and analysis models; eCRM application development; CRM software packages; integrated CRM solutions. 5. Marketing strategies - Mobilizing operations; personalization; customization; loyalty programs. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|-----------------------------------|-------------|--|----------|--------------|---------|-----------------------------|--|-------------------------------------|----------|----------------------------|-----------|---|---|---|---|-------------------------------|-----|---|---|---|---|---|---|---|-------------|-----|---|---|---|---|--|--|--|-------|-------|--|--|--|--|--|--|--|
| <p>Teaching/Learning Methodology</p> | <p>This subject emphasizes the understanding and designing of CRM strategies with the support of BI. It is intended to equip the student with knowledge and experience on how to design CRM solutions with supporting evidence.</p> <p>The lectures will be used to deliver course material that will be practiced/reinforced during the tutorials. Seminars are held for students to discuss in-depth real-life cases related to the subject's topics, to give presentations and write reports.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Assessment Methods in Alignment with Intended Learning Outcomes</p> | <table border="1" data-bbox="589 1098 1385 1535"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="7">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> <th>g</th> </tr> </thead> <tbody> <tr> <td>Assignments, Tests & Projects</td> <td>55%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Examination</td> <td>45%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="7"></td> </tr> </tbody> </table> | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | | | | a | b | c | d | e | f | g | Assignments, Tests & Projects | 55% | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Examination | 45% | ✓ | ✓ | ✓ | ✓ | | | | Total | 100 % | | | | | | | |
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| Examination | 45% | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 100 % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Student study effort expected</p> | <table border="1" data-bbox="589 1608 1385 1839"> <tr> <td colspan="2">Class Contact:</td> </tr> <tr> <td>Lecture</td> <td>39 hours</td> </tr> <tr> <td>Tutorial/Lab</td> <td>0 hours</td> </tr> <tr> <td colspan="2">Other student study effort:</td> </tr> <tr> <td>Assignments, Tests, Projects, Exams</td> <td>80 hours</td> </tr> <tr> <td>Total student study effort</td> <td>119 hours</td> </tr> </table> | Class Contact: | | Lecture | 39 hours | Tutorial/Lab | 0 hours | Other student study effort: | | Assignments, Tests, Projects, Exams | 80 hours | Total student study effort | 119 hours | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <p>Reading list and</p> | <ol style="list-style-type: none"> 1. Buttle, Francis. <i>Customer Relationship Management</i>, | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| references | <p><i>Concepts and Technologies</i> (2nd Edition). Elsevier Publishing, 2009.</p> <ol style="list-style-type: none">2. Efraim Turban, Jay Aronson, Decision support systems and intelligent systems, sixth edition, Prentice Hall, 2007.3. Strauss, J., El-Ansary, A. and Frost, R. E-Marketing, 4th edition, Prentice Hall, 2006.4. V. Kumar, W.J. Reinartz, Customer Relationship Management: A Databased Approach, John Wiley and Sons, Inc, 2006.5. Michael Berry, Gordon Linoff, Data mining techniques for marketing, sales, and customer relationship management, Wiley, 2004.6. Ed Peelen, Customer Relationship Management, Financial Times Press, 2005.7. Don Peppers, Martha Rogers, Managing customer relationships: a strategic framework, John Wiley & Sons, 2004. |
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