

Subject Description Form

Subject Code	COMP440
Subject Title	Customer Relationship Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Pre-requisite: COMP321 Co-requisite/Exclusion: Nil
Objectives	<ul style="list-style-type: none">• To provide the knowledge in CRM / eCRM, people management, process management, customer behaviour and analysis, which are essential for business operations.• To introduce CRM measurement and 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> <ul style="list-style-type: none">(a) understand the concepts of CRM / eCRM in eCommerce environments;(b) build the knowledge infostructure to support decision making and marketing;(c) apply the latest development in Internet marketing / CRM tools;(d) develop skills and CRM-based business strategies; <p><i>Attributes for all-roundedness</i></p> <ul 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. <p>Alignment of Programme Outcomes:</p> <p>Programme Outcome 1: This subject contributes to having students practice their writing skills with project document and report writing.</p> <p>Programme Outcome 4: This subject contributes to developing student critical thinking through tutorial and lab exercises on solving problems. They will also practice more in case study presentation and project.</p>

	<p>Programme Outcome 5: This subject contributes to problem solving with programming skills through lab exercise and project with proper design and implementation.</p> <p>Programme Outcome 6: This subject contributes to having student be responsive to and follow closely the advancement in information technology and their impact to the industrial need for information technology, with an attitude of continuous and lifelong learning through case study presentation and project.</p> <p>Programme Outcome 7: This subject contributes to team work with group-based project for students to practice team spirit.</p>						
<p>Subject Synopsis/ Indicative Syllabus</p>	<table border="1" data-bbox="483 558 1395 1304"> <thead> <tr> <th data-bbox="483 558 1395 590" style="text-align: center;">Topic</th> </tr> </thead> <tbody> <tr> <td data-bbox="483 590 1395 730"> <p>1. Introduction to CRM CRM process; management issues and measurement; customer values; CRM initiatives and economic impact.</p> </td> </tr> <tr> <td data-bbox="483 730 1395 835"> <p>2. CRM strategies planning Customer strategy; brand strategy; channel strategy.</p> </td> </tr> <tr> <td data-bbox="483 835 1395 976"> <p>3. Customer behavior and analysis Customer profitability; customer buying values analysis; customer profiling.</p> </td> </tr> <tr> <td data-bbox="483 976 1395 1157"> <p>4. Knowledge-enabled CRM and Technology Knowledge management; data warehouse; data mining techniques and analysis; eCRM application development; CRM software packages; integrated CRM solutions.</p> </td> </tr> <tr> <td data-bbox="483 1157 1395 1304"> <p>5. Marketing strategies Mobilizing operations; personalization; customization; loyalty programs.</p> </td> </tr> </tbody> </table> <p>Case Study:</p> <p>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>	Topic	<p>1. Introduction to CRM CRM process; management issues and measurement; customer values; CRM initiatives and economic impact.</p>	<p>2. CRM strategies planning Customer strategy; brand strategy; channel strategy.</p>	<p>3. Customer behavior and analysis Customer profitability; customer buying values analysis; customer profiling.</p>	<p>4. Knowledge-enabled CRM and Technology Knowledge management; data warehouse; data mining techniques and analysis; eCRM application development; CRM software packages; integrated CRM solutions.</p>	<p>5. Marketing strategies Mobilizing operations; personalization; customization; loyalty programs.</p>
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<p>Teaching/Learning Methodology</p>	<p>Lectures are held for students to learn the basic knowledge. Tutorials and Labs are held for students to have hand-on exercises and practices. Students will also have in-depth discussion and study of cases and present their results. Students will also complete a project, giving presentations and reports.</p>						

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						
			a	b	c	d	e	f	g
	1. Assignments	60%	✓	✓	✓	✓	✓		
2. Lab exercises	✓		✓	✓	✓				
3. Project	✓		✓	✓	✓	✓	✓	✓	
4. Mid-term	✓		✓	✓	✓				
5. Examination	40%	✓	✓	✓	✓				
Total	100 %								
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The professional and academic knowledge and skills will be evaluated through continuous assessments as well as examination. Presentation and communication skills will be evaluated through assignments and projects. The abilities to solving real-life problems and work in teams will also be evaluated in projects.</p>									
Student Study Effort Expected	Class contact:								
	▪ Lecture	39 Hrs.							
	▪ Tutorial/Seminar	0 Hrs.							
	Other student study effort:								
	▪ Case study and project and other assessments	94 Hrs.							
	▪	Hrs.							
	Total student study effort		133 Hrs.						
Reading List and References	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. V. Kumar, W.J. Reinartz, Customer Relationship Management: A Databased Approach, John Wiley and Sons, Inc, 2006. 2. Michael Berry, Gordon Linoff, Data mining techniques for marketing, sales, and customer relationship management, Wiley, 2004. 3. Ed Peelen, "Customer Relationship Management", Financial Times Press, 2005. 4. Chris Todman, Designing A Data Warehouse: Supporting Customer Relationship Management, Prentice Hall, 2001. 								

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| | <ol style="list-style-type: none">5. Swift, Ronald S., Accelerating customer relationships: Using CRM and relationship technologies, Prentice Hall, 2001.6. Don Peppers, Martha Rogers, Managing customer relationships: a strategic framework, John Wiley & Sons, 2004.7. Laura Brown, John Gravely, Special Edition Using Microsoft CRM, Prentice Hall, 2004.8. Francoise Tourniaire, Just Enough CRM, Prentice Hall, 2003.9. Richard J. Roger and Michael W. Geatz, Data Mining: A tutorial-based Primer, Addison Wesley, 2003.10. Articles from magazines, and journal references, including ComputerWorld, Harvard Business Review, IT Solution Journal. |
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