

Subject Description Form

Subject Code	COMP3134
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> <ul style="list-style-type: none"> • understand the key components of business intelligence and its use for customer behavior analysis; • provide the knowledge in CRM / eCRM, people management, process management, customer behaviour and analysis, which are essential for business operations; and • 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><u>Professional/academic knowledge and skills</u></p> <p>(a) understand the key components of business intelligence and concepts of CRM in eCommerce environments;</p> <p>(b) build the knowledge infrastructure to support decision making and marketing;</p> <p>(c) apply the latest development in business intelligence / CRM tools; and</p> <p>(d) develop skills and CRM-based business strategies.</p> <p><u>Attributes for all-roundedness</u></p> <p>(e) improve presentation and communication skills (through case study presentations);</p> <p>(f) learn independently and to find/integrate information from different sources required in solving real-life problems; and</p> <p>(g) build up on team spirit, presentation and technical writing skills.</p>

Subject Synopsis/ Indicative Syllabus	Topic								
	1. Introduction to Business Intelligence and CRM Applications of business intelligence (BI), overview of BI tools and its key components; CRM process; management issues and measurement; customer values; CRM initiatives and economic impact.								
	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.									
Teaching/ Learning Methodology	<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>								
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
	Continuous Assessment	55%							
	1. Assignments, Tests & Project		✓	✓	✓	✓	✓	✓	✓
	Examination	45%	✓	✓	✓	✓			
	Total	100%							
Student Study Effort Expected	Class contact:								
	▪ Lecture						39 Hrs.		
	▪ Tutorial/Lab						0 Hrs.		
Other student study effort:									

	<ul style="list-style-type: none"> ▪ Assignments, Tests, Projects, Exam 	80 Hrs.
	Total student study effort	119 Hrs.
Reading List and References	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Buttle, Francis and Maklan, Stan, <i>Customer relationship management: concepts and technologies</i>, 3rd Edition, Routledge, 2015. 2. Sharda, R., Delen, D. and Turban, E., <i>Business intelligence and analytic: systems for decision support</i>, 10th Edition, Pearson, 2015. 3. Howson, Cindi, <i>Successful Business Intelligence: Unlock the Value of BI & Big Data</i>, 2nd Edition, McGraw-Hill, 2013. (e-book in PolyU library) 4. Flory, Peter, <i>The Complete Customer Relationship Management Handbook</i>, DSC, 2013. 5. Baesens, Bart, <i>Analytics in a Big Data World: The Essential Guide to Data Science and its Applications</i>, Wiley, 2014. (e-book in PolyU library) 6. Dietrich, B. L., Plachy, E. C. and Norton, M. F., <i>Analytics Across the Enterprise: How IBM Realizes Business Value from Big Data and Analytics</i>, IBM Press, 2014. 7. Sanders, Nada R., <i>Big Data Driven Supply Chain Management: A Framework for Implementing Analytics and Turning Information Into Intelligence</i>, Pearson 2014. 8. Chakraborty, G., Pagolu, M., and Garla, S., <i>Text mining and analysis practical methods, examples, and case studies using SAS</i>, SAS press, 2014. 9. Troyansky, O., Gibson, T., Leichtwels, C. and Bjork, L., <i>QlikView Your Business</i>, Wiley, 2015. 10. Harvard Business Review 	