

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Customer relationship management</b>								
2.2. Code	<b>19.0153IF2.2-0001</b>								
2.3. Year of study	<b>2</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>4</b>
2.8. Leaders	C(C)	<b>lect.univ.dr. CURMEI I CĂTĂLIN-VALERIU</b>				catalin.curmei@mk.ase.ro			
	S(S)	<b>lect.univ.dr. ROȘCA I VLAD</b>				vlad.rosca@fabiz.ase.ro			
	C(C)	<b>lect.univ.dr. ROȘCA I VLAD</b>				vlad.rosca@fabiz.ase.ro			
	S(S)	<b>lect.univ.dr. CURMEI I CĂTĂLIN-VALERIU</b>				catalin.curmei@mk.ase.ro			

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	44.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	8.00
Preparation of seminars, labs, assignments, portfolios and essays	12.00
Tutorials	2.00
Examinations	2.00
Other activities	

#### 4. Prerequisites

4.1. of curriculum	Principles of Management, Business Management, Marketing, Microeconomics and Macroeconomics, Business Communication in English
4.2. of competences	<ul style="list-style-type: none"> <li>- Understanding the mechanism of functioning of processes within an organization.</li> <li>- Ability to use management concepts.</li> <li>- Understanding the mechanism of functioning of the markets (national and international).</li> <li>- Good knowledge of English - at least the European B2 level in writing, speaking and understanding, so that the student:               <ul style="list-style-type: none"> <li>a) Can understand a wide range of demanding clauses and be able to recognize the implicit meaning;</li> <li>b) Can express ideas fluently and spontaneously;</li> <li>c) Can use the language flexibly and efficiently for social, academic and professional purposes;</li> <li>d) Can produce clear, well structured, detailed texts on complex topics.</li> </ul> </li> </ul>

#### 5. Conditions

for the C(C)	Videoprojector, flipchart, internet access
for the S(S)	Videoprojector, flipchart, internet access

#### 6. Acquired specific competences

PREFESSIONAL	C4	Assistance with human resources management
PREFESSIONAL	C5	Utilization of databases specific to business administration

#### 7. Objectives of the discipline

7.1. General objective	The subject develops methods, techniques and instruments of relationship marketing, researches the dimensions of consumer behavior, develops components of customer relationship management.
7.2. Specific objectives	<ol style="list-style-type: none"> <li>1. To understand the premise of Relationship Marketing and the meaning of "creating value" for customers.</li> <li>2. Understand the fundamentals of CRM, including:           <ol style="list-style-type: none"> <li>a) customer behavior, relationship marketing, customer satisfaction, loyalty, customer defection;</li> <li>b) CRM impact on sales and marketing strategies;</li> <li>c) data, information and technology;</li> <li>d) privacy, ethics: consumer and organization privacy concerns;</li> <li>e) ways unsatisfied customers may use Internet to bring disrepute to company brand and products;</li> <li>f) ways companies may use Technology including Internet to support corporate CRM strategy;</li> <li>g) The role of CRM in managing customers as critical assets;</li> <li>h) The role of Business Intelligence in CRM.</li> </ol> </li> <li>3. To identify the key elements of implementing a CRM strategy consistent with the changing legal and ethical parameters in business.</li> <li>4. To understand the business-to-business (B2B) and business-to-customer (B2C) contexts of CRM.</li> <li>5. To familiarize students with data mining and strategic uses of information.</li> <li>6. To expose students to important ideas about innovative CRM strategies.</li> </ol>

#### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction	Presentations, debates	
2	Customer Relationship Management – Revision of Core Marketing Concepts	Presentations, debates	
3	Customers – definition and presentation	Presentations, debates	
4	Meaning of Customer Relationship Management	Presentations, debates	
5	Customer Orientation	Presentations, debates	
6	Customer Satisfaction	Presentations, debates	
7	Customer Knowledge	Presentations, debates	
8	Customer Metrics (Databases)	Presentations, debates	
9	Customer Loyalty	Presentations, debates	
10	Campaign management	Presentations, debates	
11	Complaint management	Presentations, debates	
12	Sales Forces in CRM	Presentations, debates	
13	Managing customer relationships through electronic channels	Presentations, debates	
14	Recap	Presentations, debates	

***Bibliography***

- Prejmerean, M., Customer relationship management, ASE Bucuresti, Bucuresti, 2009, Sala de lectură Paul Bran, cota: 658.812 PRE // Sala Belvedere, cota: 121643, România
- Kumar, V., Reinartz, W., Customer relationship management : concept, strategy, and tools, Springer, Berlin, 2018, Sala de lectură Paul Bran, cota: 658.812 KUM, Germania
- Payne, A., Handbook of CRM: achieving excellence in customer management, Elsevier, Amsterdam, 2008, Sala de lectură Paul Bran, cota: 658.812 PAY // Laboratorul de Marketing C. Florescu, cota: 130924, Olanda
- Peelen, E., Beltman, R. , Customer relationship management, Pearson Education, Harlow, 2013, Sala de lectură Paul Bran, cota: 658.812 PEE2013, Statele Unite ale Americii
- Peelen, E., Customer relationship management, Prentice Hall, 2005, Sala de lectură Paul Bran, cota: 658.812 PEE // Laboratorul de Marketing C. Florescu, cota: 130773, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction	Case study, debates, students projects	
2	Customer Relationship Management – Revision of Core Marketing Concepts	Case study, debates, students projects	
3	Customers – definition and presentation	Case study, debates, students projects	
4	Meaning of Customer Relationship Management	Case study, debates, students projects	
5	Customer Orientation	Case study, debates, students projects	
6	Customer Satisfaction	Case study, debates, students projects	
7	Customer Knowledge	Case study, debates, students projects	
8	Customer Metrics (Databases)	Case study, debates, students projects	
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10	Campaign Management	Case study, debates, students projects	
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12	Sales Forces in CRM	Case study, debates, students projects	
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14	Recap		

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## **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

The subject prepares specialists capable to learn, interpret critically, understand and apply in practice knowledge, models and theories specific to the studied domain on national and international level.

## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Ex officio		10.00
10.2. S(S)	Team project, case studies	Continuous evaluation	40.00
10.3. Final assessment	Written Exam		60.00

<p>10.4. Modality of grading 10.5. Minimum standard of performance</p>	<p>Whole notes 1-10 - Students who have not passed the subject in previous sessions must re-establish their semester obligations during the academic year in which they defend their examination, including seminar score and attendance at the lecture. The score obtained at the ongoing evaluation during previous academic years is not taken into account; - The score obtained during the semester of the current academic year (2019-2020) will also be taken into account in the reprogramming session of the same year; - This subject, both at lecture and at seminar, is based on "active learning", reason why students are expected to get actively involved in classroom debates; - In addition to the relevant knowledge and skills pertaining to the specific subject matter, the ongoing assessment and the final assessment will also take into account the student's ability to express coherently and correctly in English language.</p>
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Date of listing,  
08/08/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,