

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 German language)
1.8. Language of study	German
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Customer relationship management								
2.2. Code	19.0155IF2.2-0001								
2.3. Year of study	2	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	prof.univ.dr. PELĂU Corina Monica					corina.pelau@fabiz.ase.ro		
	S(S)	lect.univ.dr. ROȘCA I VLAD					vlad.rosca@fabiz.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	10.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	8.00
Tutorials	7.00
Examinations	2.00
Other activities	7.00

4. Prerequisites

4.1. of curriculum	- Introduction to marketing
4.2. of competences	

5. Conditions

for the C(C)	Course room with computer and videoprojector
for the S(S)	Seminar room with computer and videoprojector

6. Acquired specific competences

PREFESSIONAL	C4	Assistance in human resources management
PREFESSIONAL	C5	Utilization of specific data bases for business administration

7. Objectives of the discipline

7.1. General objective	Understanding the importance of customers for a company and of the customer oriented instruments
7.2. Specific objectives	<ul style="list-style-type: none"> - Understanding the concept of customer satisfaction - Understanding the concept of loyalty and the impact it has on the performance of the company - Identification of customer relationship management instruments - Identification of customer evaluation methods

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Definition and importance of customer relationship management	Presentation and discussions	
2	Satisfaction, loyalty and the relation to the customer	Presentation and discussions	
3	CRM strategies	Presentation and discussions	
4	Customer orientation in the marketing-mix of a company	Presentation and discussions	
5	Loyalty customer cards	Presentation and discussions	
6	Customer loyalty programs and other CRM instruments	Presentation and discussions	
7	Online customer relationship management	Presentation and discussions	
8	Complaint and reclamation management	Presentation and discussions	
9	Customer oriented organizational structures in the company	Presentation and discussions	
10	Internal marketing	Presentation and discussions	
11	Customer data bases	Presentation and discussions	
12	Customer evaluation methods	Presentation and discussions	
13	Applications of customer relationship management	Presentation and discussions	

Bibliography

- Bruhn, M.; Homburg, C, Handbuch Kundenbindungsmanagement - Strategien und Instrumente für ein erfolgreiches CRM, Springer-Gabler, 2017, Germania
- Bruhn, M, Integrierte Kundenorientierung: Implementierung einer kundenorientierten Unternehmensführung, Gabler, 2002, Germania
- Peelen, E., Customer relationship management, Prentice Hall/Financial Times, 2005, Marea Britanie
- Pelau, C., Marketing-Controlling, Editura Economica, 2009, România

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction and determination of the project topics	Debate	
2	Case study about instruments of customer loyalty instruments	Debate	
3	Case study about innovative ideas for the customer relationship management	Debate	
4	Analysis of complaints and solutions for these	Debate	
5	Development of an idea for a CRM program	Teamwork and brainstorming	
6	Exercises with customer evaluation methods	Debate	
7	Presentation of projects	Presentation and debate	
8	Presentation of projects	Presentation and debate	
9	Case study about CRM systems	Debate	

Bibliography

- Bruhn, M.; Homburg, C, Handbuch Kundenbindungsmanagement - Strategien und Instrumente für ein erfolgreiches CRM, Springer-Gabler, 2017, Germania
- Bruhn, M, Integrierte Kundenorientierung: Implementierung einer kundenorientierten Unternehmensführung, Gabler, 2002, Germania
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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

Discussions with representatives of the business environment

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Starting point	Attendance at the final exam	10.00
10.2. S(S)	Seminar activity		15.00
10.3. S(S)	Project		25.00
10.4. Final assessment	Online exam	Evaluation of the online exam	50.00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance			

Date of listing,
05/12/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,