#### CARD OF COURSE

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| Subject name | CRM |

1. The placement of the subject in the study system

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| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

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| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Mgr Szymon Włodarczyk |

2. General characteristics of the subject

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| 2.1. Belonging to a subject group | Directional/Practical |
| 2.2. Number of ECTS | 2 |
| 2.3. Language of lectures | English |
| 2.4. Semesters in which the subject is taught | IV |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
   1. Subject Objectives

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| No. | Subject Objectives |
|
| C1 | Acquiring knowledge of CRM in the enterprise. |
| C2 | Familiarization with tools and methods for implementing CRM in the enterprise. |
| C3 | Familiarization with the benefits of using and implementing CRM in the enterprise. |
| C4 | Developing customer acquisition skills and appropriately shaping the company's image. |
| C5 | Developing skills that will allow you to create your own CRM project |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

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| No. | Description of subject  learning outcomes | Reference to  directional effects  learning (symbols) | Method of implementation (mark "X") | | | |
| ST | | NST | |
| Classes at the University | Activities on  the platform | Classes at the University | Activities on  the platform |
| After passing the course, the student knows and understands **the knowledge** | | | | | | |
| W1 | Has knowledge of CRM and knowledge of the functions that CRM performs in building company-customer relationships. | Z1\_W01  Z1\_W08 | X |  | X |  |
| W2 | Recognizes and explains the role of technical development and its application in the functioning of CRM systems in the enterprise, knows the methods and tools for implementing CRM | X |  | X |  |
| W3 | Knows the benefits of using and implementing CRM in the enterprise |  | X |  | X |  |
| After passing the course, the student is **able** to: | | | | | | |
| U1 | Is able to independently prepare a plan for implementing CRM systems in the enterprise. | Z1\_U10  Z1\_U17 | X |  | X |  |
| U2 | Is able to access sources of knowledge showing examples of CRM implementation in the company's operations and use them in practice to create his/her own CRM project. | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** | | | | | | |
| K1 | Is able to think and act in accordance with the customer relationship orientation of a business. | Z1\_K02 Z1\_K03 | X |  | X |  |
| K2 | Is able to resolve issues related to CRM implementation and make decisions in line with the created project. | X |  | X |  |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

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| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of ………………. | Other | **ECTS points** |
| **ST** |  |  | 30 |  |  |  |  |  |  | 2 |
| **NST** |  |  | 10 |  |  |  |  |  |  | 2 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: PROJECT

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| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | CRM - definitions and essence | W1, W3, U1, K1 | X |  | X |  |
| 2. | Benefits of implementing a CRM system | W2, W3, U2, K2 | X |  | X |  |
| 3. | IT systems using CRM | W2, U2, K2 | X |  | X |  |
| 4. | Potential customer groups and their needs. | W2, U2, K1 | X |  | X |  |
| 5. | Building a CRM strategy and implementing it | W1, U2, K2 | X |  | X |  |
| 6. | Using Internet tools in your CRM strategy. | W1, W2, U1, K1 | X |  | X |  |
| 7. | Project work – preparation of a CRM strategy in a group using the example of a selected enterprise. | U1, U2, K1, K2 | X |  | X |  |
| 8. | Summary of classes and discussion of grades. |  | X |  | X |  |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

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| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE | | | |
| W1-W3 | Presentation and discussion of issues using a multimedia presentation | Knowledge test (20% of final grade) | Graded Test Sheet |
| SKILLS | | | |
| U1-U2 | Design thinking, work on CRM strategy, case study, | Preparation of a CRM strategy in a group based on the example of a selected company (80% of the final grade) | Assessed strategy |
| SOCIAL COMPETENCES | | | |
| K1-K2 | Design thinking, working on CRM strategy, case study | Preparation of a CRM strategy in a group based on the example of a selected company (80% of the final grade) | Assessed strategy |

3.6 . Criteria for assessing the achieved learning outcomes

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| Learning effect | For a grade of 3 or "pass."  the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Literature

**Basic**

1. Doorley John ; Garcia Helio Fred Reputation management : the key to successful public relations and corporate communication, Routledge, New York, 2011
2. Lencioni P., Odkryj się : nowatorski model sprzedaży, który pozwoli ci zdobyć zaufanie i lojalność klientów, MT Biznes, Warszawa, 2020
3. Deszczyński B.: „CRM – strategia, system, zarządzanie zmianą”, Wydawnictwo Wolters Kluwer Polska 2011

**Supplementary**

1. Januszewski A.: ”Funkcjonalność informatycznych systemów zarządzania”, t.1., Wydawnictwo Naukowe PWN, Warszawa 2012
2. Urban W., Siemieniako D., Lojalność klientów : modele, motywacja i pomiar, Wydawnictwo Nau kowe PWN, Warszawa, 2012
3. Todman C., Projektowanie hurtowni danych : wspomaganie zarządzania relacjami z klientami, Helion, Gliwice, 2011

4. Student workload - ECTS points balance

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| **Types of student activity** | **Student Load** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **30** | **10** |
| Classes included in the study plan | 30 | 10 |
| **Student's own work** | **20** | **40** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 10 | 20 |
| Preparation for passing classes | 10 | 20 |
| **TOTAL STUDENT HOURLY LOAD** | **50** | **50** |
| **Number of ECTS points** | **2** | **2** |

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| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |