

BUS354 Customer Relationship Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

The digital age has transformed how businesses engage their customers. The latest technologies can help organisations to deliver valuable customer experience. BUS354 Customer Relationship Management aims to equip students with the important concepts related to customer relationship management (CRM). Students will learn how companies can understand their customers and build relationships with them. The effective management of customer relationship requires an integrated approach that integrates people, process and technology. Students will also appreciate how technology and analytics can be used to enrich customer experience and strengthen customer relationship in this digital age.

Topics:

- Evolution of customer strategy
- Management of customer experience
- Perspectives of CRM
- Model for CRM
- Customer identification
- Customer differentiation
- Customer interaction
- Mass customisation
- Technologies for CRM
- Customer analytics
- Privacy and data protection
- CRM for non-profit organisations

Textbooks:

: Managing Customer Experience and Relationships: A Strategic Framework 4th Ed (ebook) 4th Ed
John Wiley
ISBN-13: 9781119815341

Learning Outcome:

- Demonstrate understanding of CRM evolution and perspectives
- Appraise the benefits of CRM
- Recognise the importance of managing and protecting customer data
- Formulate a successful CRM strategy
- Illustrate the impact of customer analytics in the digital age
- Examine the use of technologies in CRM

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
	PARTICIPATION 1	6
Overall Examinable Components	Written Exam	50
Total		100

Assessment Strategies (Online Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2
	DISCUSSION BOARD 1	10
	GROUP BASED ASSIGNMENT 1	10
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	Written Exam	50
Total		100