

BUS354 Customer Relationship Management

Level: 3

Credit Units: 5 Credit Units

Presentation Pattern: EVERY SEMESTER

BUS354 is presented in 2 versions: BLENDED Learning or ONLINE Learning. Students will need to choose one version when they register for the course.

BUS354 - BLENDED Learning version: In the blended learning version, the course is conducted with the flip-classroom approach. Students will have face-to-face classroom sessions and these will be supported by online using interactive study materials found on Canvas, SUSS' learning management system. Students will get themselves prepared for the face-to-face classroom sessions by reading and interacting with the online study materials and chunked lectures. They will then attend the face-to-face classroom sessions where they will apply what they learn online in classroom activities and instructors will facilitate discussions. If the course has an exam component, this will be administered on-campus.

BUS354 - ONLINE Learning version: In the online learning version, the course is done EXCLUSIVELY online, using interactive study materials made available on Canvas, SUSS' learning management system. Students receive guidance and support from online instructors via weekly synchronous sessions, discussion forums and emails. If the course has an exam component, this will be administered on-campus.

Synopsis:

Customers are at the centre of any business. To achieve business excellence, companies need to understand their customers, manage them and build long lasting relationships with them. BUS354 Customer Relationship Management (CRM) aims to equip students with the important concepts related to managing long-term customer relationships. Students will be taught how to strategise and organise for managing customer relationships. They will also be taught the analytical aspects of customer relationship management that includes data management, data analyses and mining and segmentation. Finally, they will acquire knowledge in the operational aspects of customer relationship management and examine the implementation of CRM systems.

Topics:

- Evolution of Relationships with Customers
- The Thought behind Customer Relationships
- Basic Building Blocks of IDIC and Trust
- Identifying Customers
- Differentiating Customers: Some Customers are Worth More Than Others
- Differentiating Customers by their Needs
- Interacting with Customers: Customers Collaboration Strategy
- Using Mass Customisation to Build Learning Relationships
- Customer Insight, Dialogue and Social Media
- Privacy and Customer Feedback

- Optimising Around the Customer
- Using Customer Analytics to Build Success of the Customer Strategy Enterprise

Textbooks:

Don Peppers, Martha Rogers. (2016): Managing customer relationships: A strategic framework, 3rd ed. John Wiley. ISBN-13: 9781119239819-AA

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Learning Outcomes:

- Formulate a successful CRM strategy
- Appraise the importance of an effective customer-oriented organisation
- Discuss the need for managing customers' expectations and satisfaction to ensure customer loyalty and retention
- Examine the use of technology as an enabler to integrate interaction and customer dialogue requirements
- Analyse the impact of the use of social media and the impact on privacy issues
- Appraise customer equity and customer analytics in CRM strategy
- Apply essential knowledge and interpersonal skills to work effectively as a team
- Demonstrate written proficiency
- Practise giving oral presentations in areas related to customer relationship management

Assessment Strategies

A – Blended Version

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
GROUP BASED ASSIGNMENT	38
PARTICIPATION	6
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total 100

B - Online Version

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
GRADED DISCUSSION	7
GRADED DISCUSSION	8
GROUP-BASED ASSIGNMENT	30
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**