

INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT

Course No	:	BUS 271
Course Title	:	INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT
Prerequisites	:	BUS 154
Course Type	:	Major – Elective
Faculty Member	:	Dr. ; Room # ; Telephone ; e-mail ;
Office Hours	:	
Class Time	:	
Lecture Class	:	

Course Objectives:

Customer Relationship Management explains the circular relationship between suppliers, technology, and customers, which together provide the infrastructure for customer support in conventional and e-business environment. This course explores the Microsoft CRM application from a user's perspective.

The course aims at teaching the student how to select the right tools for his/her business-- so it can grow today--and on into the future. It teaches how to keep your customers when the move to another company is nothing more than a mouse click and a minute away. The course also aims at preparing students for Microsoft CRM Application Professional (USMS 03-030) exam.

Course Description:

This course introduces students to the basic theories and terminology of customer relationship management. Special emphasis is placed on customer retention and technological tools for enhancing customer relationships.

The course focuses on different types of marketing channels - direct, indirect, and electronic. Issues of customer and marketer costs are analyzed. Customer equity and customer selection in both the business-to-consumer and business-to-business markets are explored. Challenges associated with creating customer satisfaction and building customer trust, value, and loyalty in each channel are examined.

Course Outline:

1. Overview of CRM
2. Developing a Customer Strategy
 - 2.1 Fundamentals of Customer Strategy
 - 2.2 Evolution of a Customer Centric Enterprise
 - 2.3 Discussing the core of successful CRM initiatives
 - 2.4 Mapping People, Processes and Technology
3. Customer Lifecycle Management and Lifetime Value
4. CRM Technology

Learning Outcomes:

Upon successful completion of this course, students will:

1. Understand the need for CRM for conventional and e-Business firms.
2. Understand the fundamentals of developing a customer strategy.
3. Understand the customer lifecycle management and lifetime value.
4. Effectively use CRM technology (Microsoft CRM) which includes:
 - 4.1. Microsoft CRM User Interface and application terminology
 - 4.2. Basic and advanced navigation and record maintenance
 - 4.3. Microsoft CRM Sales for Outlook functionality and Synchronization Account, Contact, Lead, Opportunity and Activity record management
 - 4.4. Sales functionality, including Lead, Opportunity, Quote, Order, Invoice, and Product Catalog management
 - 4.5. Customer Service functionality, including Contract, Case, and Knowledge Base management
 - 4.6. Options to personalize the Microsoft CRM User Interface and personal settings

Use of Modern Instructional Technology:

Students are expected to be competent in using word-processing, spreadsheet, and presentation software in this course. Use of the Internet may also be required.

The student materials include comprehensive courseware and other necessary materials for this class.

Skills to be developed:

This course helps students in developing the following skills:

- | | |
|----------------------------------|--|
| 1. Communication | Through Assignments, Case Study discussions & Examinations |
| 2. Analytical | Through Case studies and examinations |
| 3. Team Work | Through Case studies |
| 4. Creative Thinking | Through Case studies, assignments, classroom discussions |
| 5. Adaptability to Change | Through Case studies, and examinations |
| 6. Ethics | Through lectures and assignments |
| 7. Use of Information Technology | Through use of PCs, Internet, CD-ROM, Statistical data base in the library |

Evaluating Student Performance:

Class participation and attendance	10%
Coursework assignment 1	30%
Coursework assignment 2	30%
Final Project Presentation	30%

Assignment	LO1	LO2	LO3	LO4
Class participation	X			
Assignment		X	X	X
Assignment		X	X	X
Project				X

Grading:

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>	<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0	70 - 74	C	2.0
85 - 89	B+	3.5	65 - 69	D+	1.5
80 - 84	B	3.0	60 - 64	D	1.0
75 - 79	C+	2.5	< 60	F	0.0

Educational Resources:

<i>Educational Resource</i>	Description	Comments
Textbooks Required	Introduction to CRM, Lecture Notes, Al Khawarizmi International College, 1st Edition, 2004.	
References	The CRM Handbook: A Business Guide to Customer Relationship Management by Jill Dyché. A Practical Guide to CRM by Janice Reynolds	
Internet Resources		
Journals Computers	Internet searches for obtaining information on Customer Relationship Management	N/A
CD – ROM :	(CD-ROM) data base in the library + Action learning through CD Accompanying the textbook	N/A
Other Resources:	Library resources, Internet search of periodicals	N/A

Course Schedule & Outline:

Sixteen Week Semester, 3 hrs/Wk

Date	Week	Outline Syllabus	Learning Outcomes	Homework Assignments, Due dates
February 12/2-16/2	1		LO1	
February 19/2-23/2	2		LO2	
May 28/5- 31/5		General Review		