SUBJECT DESCRIPTION FORM

Subject title: Customer Relationship Management and Technology

Subject code: COMP5538

Credit value: 3

Pre-requisite: (Subject title and code no, if any)

Fundamentals of E-commerce (COMP514) or E-commerce and Applications (COMP575) or E-Commerce Fundamentals and Development (COMP5122) or equivalent
[waived for students of MSc Technology Management and MSc/PgD in Knowledge Management]

Recommended background knowledge:

Basic knowledge in AI technologies is an advantage

Mutual exclusions: Nil

Learning approach:

42 hours of class activities including - lecture, tutorial, lab, workshop seminar where applicable

Assessment:

Continuous Assessment:	70%
Test, and Examination	30%

Objectives:

With the advancement of IT, CRM / eCRM offers significant opportunities for organizations to better understand and serve their customers and to personalize online experiences and agent interaction in the EC environment.

In this subject, students will learn how to:

- build the knowledge info-structure to support decision making and marketing
- apply the latest development in Internet marketing / CRM tools
- develop professional skills and CRM-based business strategies

The syllabus covers theories of CRM, people management, process management and technology management, customer behavior and analysis; CRM measurement; knowledge-enabled CRM; building a data warehouse; data mining techniques and analysis; building a e-CRM application; CRM software in the market; integrated CRM solutions. The teaching methodology includes theories, case studies, group discussion and project.

The Department reserves the right to update the syllabus contents. Please note that the learning approach for the same subject could vary slightly due to different delivery modes.

Learning Outcomes:

After completing the subject, students should be able to:

1. better understand the key concepts of applying customer relationship management to enable organisations to achieve sustainable competitive advantages;
2. be aware of the main functionality of industry proven CRM systems;
3. recognize the management tasks with reference to industry proven CRM systems;
4. explore creative problem solving skills in formulating specific CRM implementation and management strategies with reference to the business environment of specific organisations; and
5. perform with good communication and interpersonal skills in proposing and presenting appropriate implementation strategies of CRM systems.

Keyword syllabus:

***Introduction to CRM*:** Definitions of CRM, goals of CRM, e-CRM, CRM process, management issues and measurement, the value potential of customers, Customer Value Propositions, CRM initiatives and economic impact

***CRM Strategies Planning*:** customer strategy, brand strategy, channel strategy

***Customer Behavior and Analysis*:** customer profitability, customer buying values analysis, customer profiling, customer database behavior and customer life value

***E-Marketing*:** Four Ps in vs four Cs in Marketing; Ansoff matrix; 3Cs of Internet Marketing; e-marketing mix

***Knowledge-enabled CRM and technology*:** Introduction to knowledge management, data warehouse; data mining, and data fusion; infostructure and agent framework; Introduction to CRM software package (e.g. customer service, online ordering, automatic invoicing, marketing and forecasting)

***Neural Networks in CRM*:** Finding potential customers

***Change Management*:** DISC language

Recommended Reading

1. Swift, R.S., 2001, Accelerating Customer Relationships: Using CRM and Relationship Technologies, Prentice Hall.
2. Tiwana, A., 2002, The Essential Guide to Knowledge Management: E-Business and CRM Applications, 2nd Edition, Prentice Hall.
3. Strauss, J., El-Ansary, A. and Frost, R. 2006, E-Marketing, 4th edition, Prentice Hall.
4. Zikmund, W., McLeod, R. and Gilbert, F., 2003, Customer Relationship Management: Integrating Marketing Strategy and Information Technology, Wiley.

Reference Journals

Communications of the ACM
Harvard Business Review
Applied Intelligence
ComputerWorld
IEEE Transactions on Systems, Man, and Cybernetics (SMC)
International Journal of Computer Applications in Technology
International Journal of Information Management
IT Solution Journal
Journal of Information Technology