CRM and Business Intelligence

Department assigned to the subject: Department of Business Administration
Coordinating teacher: VIDAL SANZ, JOSE MANUEL
Type: Compulsory  ECTS Credits : 3.0
Year : 1 Semester : 2

DESCRIPTION OF CONTENTS: PROGRAMME
1. Introduction to CRM: A Customer Centered/Focused Organisation
3. CRM Evaluation
5. KPIs and metrics
6. Web analytics.

ASSESSMENT SYSTEM
The final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 60%
Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also applies.

% end-of-term-examination: 40
% of continuous assessment (assignments, laboratory, practicals…): 60

BASIC BIBLIOGRAPHY
- V. Kumar  Profitable Customer Engagement: Concept, Metrics and Strategies, Sage Publications India, 2013
- V. Kumar and J. Andrew Petersen Statistical Methods in Customer Relationship Management, Wiley & Sons, 2012