CRM and Business Intelligence

Academic Year: (2020 / 2021)   **Review date: 08-07-2020**

Department assigned to the subject: Business Administration Department

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
2. Customer Service Strategy: Impact on Sales & Marketing Strategy
3. CRM Evaluation
4. Measuring and monitoring business performance: Dashboards
5. KPIs and metrics
6. Web analytics.

LEARNING ACTIVITIES AND METHODOLOGY

The subjects will be bimodal 50% (synchronous online teaching in big or aggregate groups, face-to-face teaching in small groups).

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 (assigments, 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

 - V. Kumar and W. Reinartz Customer Relationship Management: Concept, Strategy and Tools , 2nd Edition, Springer, 2012