

Subject card

Subject name and code	CRM Systems, PG_00156630						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Business Informatics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dorota Buchnowska				
	Teachers		dr Dorota Buchnowska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	9.0	0.0	0.0	0.0	0.0	9
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	9		15.0		55.0	79
Subject objectives	Familiarizing students with: - principles and basic concepts of CRM and CEM; - tasks and functionality of CRM, CEM and marketing automation systems; - directions of development of CRM systems.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_W05] The student has an in-depth knowledge of socio-economic data sources, their databases and how to create them.	Has in-depth knowledge of socio-economic data sources, particularly those relevant to customer relationship management, their databases and methods of creating and using them.	[SW4] test/exam - oral or written
	[liEMU2_U02] The student is able to proficiently acquire detailed information about economic processes and phenomena through direct observation, planned experimentation or database queries, as well as collect and process it using modern information technology tools.	The student is able to efficiently acquire, collect and process detailed information about economic processes and phenomena using modern IT tools, in particular CRM and CEM.	[SU4] test/exam - oral or written
	[liEMU2_U04] The student is able to plan, design, and program information systems at an advanced level, supporting the operation of business entities.	The student is able to communicate freely with the environment in the workplace and outside it, transfer his/her knowledge and share his/her skills in the field of IT systems, in particular CRM and CEM.	[SU4] test/exam - oral or written
	[liEMU2_K03] The student is able to communicate freely with the public inside and outside the workplace, transfer his knowledge and share his skills through various media.	The student is able to communicate freely with the environment in the workplace and outside it, transfer his/her knowledge and share his/her skills in the field of IT systems, in particular CRM and CEM.	[SK4] test/exam - oral or written
	[liEMU2_K02] The student can communicate freely with the public on specialised topics in the field of computer science and econometrics in and outside the workplace, communicate his knowledge and share his skills through various media. Culturally participates in discussions, is not afraid to ask questions and knows how to give constructive criticism.	Is able to communicate freely with the environment on specialist topics in the field of IT systems supporting the CRM concept	[SK4] test/exam - oral or written
	[liEMU2_W04] The student has an in-depth knowledge of advanced mathematical, statistical, econometric and IT methods that enable the acquisition, processing and analysis of data reflecting the functioning and growth of the national economy and its components, as well as the phenomena and processes occurring in their environment.	The student has in-depth knowledge of advanced IT methods and tools enabling the acquisition, processing and analysis of data reflecting the functioning of the enterprise and the phenomena and processes taking place in its environment, and is able to use them to build relationships with customers and their positive experiences.	[SW4] test/exam - oral or written
Subject contents	1. Basic assumptions of CRM and CEM. 2. IT tools supporting CRM and CEM concepts. 3. Market of CRM systems. 4. Tasks and functionality of CRM systems. 5. Tasks and functionality of marketing automation systems. 6. The use of AI in customer experience (relationship) management. 7. Directions of development of CRM systems.		
Prerequisites and co-requisites	Fundamental knowledge of management information systems		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature	Roger J. Baran, Robert J. Galka, Customer Relationship Management. The Foundation of Contemporary Marketing Strategy, Taylor & Francis, 2016 Materials posted on the Educational Portal	
	Supplementary literature	Buchnowska D., CRM systems and business analytics, [w:] Wrycza S., Maślankowski J. (eds.), Business Informatics. Theory and Practice, PWN, Warsaw 2019, (chapter 18) Błażewicz G., Marketing Automation. Towards artificial intelligence and hyperpersonalization, PWN, Warsaw 2021 Błażewicz G., Revolution with Marketing Automation. How to use the potential of Big Data, PWN, Warsaw 2016	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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