

Subject card

Subject name and code	CKM Systems, PG_00156660						
Field of study	Systemy CKM						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
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	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Business Informatics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dorota Buchnowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	9.0	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		10.0		35.0	54
Subject objectives	• Familiarizing students with the importance and types of customer knowledge; • indicating sources of customer knowledge; • familiarizing students with models and processes of customer knowledge management; • familiarizing students with ICT solutions supporting customer knowledge management processes. • acquiring practical skills in adapting IT systems supporting customer experience management (including CRM) to specific needs in terms of acquiring and using customer knowledge.						

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 data sources that expand customer knowledge, as well as methods of creating databases for customer knowledge management.	[SW2] prezentacja/projekt/referat/raport
	[liEMU2_U04] The student is able to plan, design, and program information systems at an advanced level, supporting the operation of business entities.	Is able to plan, design and program IT systems supporting customer knowledge management at an advanced level.	[SU2] prezentacja/projekt/referat/raport
	[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.	Is able to efficiently obtain, collect and process detailed information necessary for effective customer relationship management.	[SU2] prezentacja/projekt/referat/raport
	[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.	Has in-depth knowledge of advanced IT methods enabling the acquisition, processing and analysis of data supporting customer knowledge management.	[SW2] prezentacja/projekt/referat/raport
	[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 customer knowledge management.	[SK2] prezentacja/projekt/referat/raport [SK8] obserwacja samodzielnej lub zespołowej pracy studenta
	[liEMU2_K01] The student understands the need for continuous completion and deepening of acquired knowledge. The student inspires and organizes others' learning processes.	Understands the need to continually supplement and deepen acquired knowledge about IT solutions that improve customer knowledge management.	[SK2] prezentacja/projekt/referat/raport [SK8] obserwacja samodzielnej lub zespołowej pracy studenta
	[liEMU2_U08] The student can analyse business needs and, as appropriate, configure and apply modern information and communication technologies in business management and business communication.	Able to analyze business needs in terms of customer knowledge and appropriately use IT solutions to manage customer knowledge.	[SU2] prezentacja/projekt/referat/raport [SU8] obserwacja samodzielnej lub zespołowej pracy studenta
Subject contents	- Theoretical foundations of Customer Knowledge Management - the importance and types of customer knowledge, sources of customer knowledge, models and processes of customer knowledge management. - Familiarizing students with ICT solutions supporting customer knowledge management processes in enterprises of various sizes. - Personalization of the CRM system to support customer knowledge management processes. - Creating own solutions supporting the acquisition and use of customer knowledge.		
Prerequisites and co-requisites	Knowledge of the functionality of CRM systems.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final projekt	51.0%	50.0%
	tasks performed during classes	51.0%	50.0%

Recommended reading	Basic literature	- Buchnowska D., Social CRM for customer knowledge management [w:] Współczesna Gospodarka, Vol. 5, nr 4, 2014 - Buchnowska D., Customer knowledge management models. Assessment and proposal, [in:] of the Lecture Notes in Business Information Processing vol. 0093, Springer 2011
	Supplementary literature	Materials available on PE
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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