

Subject card

Subject name and code	CRM Systems, PG_00157410						
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	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		5.0		
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		dr Dorota Buchnowska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	0.0	0.0	45
	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	45		20.0		60.0	125
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 [SW2] presentation/project/paper/report
	[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 plan, design and program, at an advanced level, IT systems that support the functioning of business entities, particularly in the areas of marketing, sales and customer service.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[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 CRM and CEM systems, in the workplace and outside of it, convey their knowledge and share their skills using various media. Participates in discussions in a cultured manner, is not afraid to ask questions and is able to express constructive criticism.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[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 [SW2] presentation/project/paper/report
	[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.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[liEMU2_K01] The student understands the need for continuous completion and deepening of acquired knowledge. The student inspires and organizes others' learning processes.	The student understands the need for continuous completion and deepening of acquired knowledge in the field of modern IT solutions supporting customer relationship management.	[SK2] presentation/project/paper/report
	[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.	[SK2] presentation/project/paper/report

Subject contents	Lecture (15h): 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. Exercises (30h): 1. Basic functions of the CRM system - managing accounts, contacts, activities. 2. Working with the CRM system in the area of sales, marketing and after-sales service. 3. System customization - managing settings, access rights, creating views, dashboards. 4. Building personalized applications in the low/no code approach - creating tables, forms, navigation. 5. Building mobile applications in the low/no code approach. 6. Creating business rules and business processes in CRM systems. 7. Construction of flows - automation of tasks and processes in CRM systems, integration with other IT solutions. 8. Integration CRM and BI tools. 9. Construction and use of AI models in CRM systems.		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	semester project	51.0%	30.0%
	the written test	51.0%	30.0%
	tasks carried out during classes	51.0%	40.0%
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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