

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Customer Relationship Management			
2.	Code	EBU 420			
3.	Study programme	E-business			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Department of E-business			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	Fourth year/summer semester	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Lidija Pulevska Ivanovska, PhD			
9.	Preconditions for enrolment	None			
10.	<p>Course Objectives (Competencies): The aim of the course Customer Relationship Management is to enable students to gain in-depth knowledge in the field of customer relationship management systems and specific skills to apply this knowledge in practice. To achieve these goals, the course will address the theoretical aspects of customer relationship management, and then focus on their practical application. After taking this course, students should be able to:</p> <ul style="list-style-type: none"> • understand the essence of the CRM concept; • use data from surveys, transactions, internet, social networks, etc. for measuring and managing customer relations; • apply the potential of information systems to support the implementation of the CRM concept in business practice; • identify key CRM success factors; • use the Balanced Scorecard to measure the effectiveness of CRM activities. 				
11.	Course content: Basics of the CRM concept; CRM value chain; CRM information technologies; CRM implementation and integration; CRM levels; customer portfolio analysis; customer databases; creating value for customers; customer life cycle management; CRM software; measuring the effectiveness of CRM activities through a Balanced Scorecard.				
12.	Learning methods: Interactive lectures, video presentations, guest speakers, case studies, directed discussions, individual or group papers, seminar projects, homework.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+30+15+90= 225 classes			
15.	Types of teaching activates	15.1.	Lectures	60 classes	
		15.2.	Exercises (Seminars)	30 classes	
16.	Other types of activities	16.1.	Projects	30 classes	
		16.2.	Writing Assignments	15 classes	
		16.3.	Homework	90 classes	
17.	Grading method: 60+30+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	60%		
	17.2.	Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments)	30%		
	17.3.	Attendance and class participations	10%		
	17.4.		%		

18.	Grading scale	less than 50 points	5 (five) (F)			
		from 51 to 60 points	6 (six) (E)			
		from 61 to 70 points	7 (seven) (D)			
		from 71 to 80 points	8 (eight) (C)			
		from 81 to 90 points	9 (nine) (B)			
		from 91 to 100 points	10 (ten) (A)			
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16				
20.	Language	Macedonian, English				
21.	Evaluation method	Internal evaluation and survey				
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Buttle Francis	Customer relationship management: Concepts and Tools	Elsevier Ltd.	2007
		2.	Peelen Ed, Beltman Rob	Customer Relationship Management	Pearson	2013
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Kumar V., Andrew Petersen J.	Statistical Methods in Customer Relationship Management	John Wiley & Sons	2012
		2.	Niven Paul R.	Balanced Scorecard Step-by-Step: Maximizing Performance and Maintaing Results	John Wiley & Sons	2006