

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	Customer Relationship Management			
2.	Code	EBU 5903			
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)	Second cycle			
6.	Academic year / semester	Second year/fourth semester	7.	Number of ECTS credits	6
8.	Professor	Prof. Lidija Pulevska Ivanovska, PhD			
9.	Preconditions for enrolment	None			
10.	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: <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: Operations strategy; Principles of operations strategy; Development and implementation of an operations strategy; Operations performance; Supply network strategy; Operations competitiveness (in terms of cost, flexibility, quality, time, added value); Implementation of the operations strategy, Monitoring and measurement of the execution of the operations strategy.				
12.	Learning methods: Interactive lectures, video presentations, guest speakers, case studies, directed discussions, individual or group papers, seminar projects, homework.				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	40+140= 180 classes			
15.	Types of teaching activates	15.1.	Lectures	24 classes	
		15.2.	Exercises (Seminars)	16 classes	
16.	Other types of activities	16.1.	Projects	50 classes	
		16.2.	Writing Assignments	50 classes	
		16.3.	Homework	40 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	