

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	UNIVERSITY OF ORADEA
1.2 Faculty	FACULTY OF ECONOMICS
1.3 Department	DEPARTMENT OF ECONOMICS AND BUSINESS
1.4 Field of study	BUSINESS ADMINISTRATION
1.5 Cycle of study	CYCLE I - BACHELOR
1.6 Program of study /Degree	BUSINESS ADMINISTRATION/ BACHELOR'S DEGREE

2. Information regarding the discipline

2.1 Name of discipline		Customer Relationship Management					
2.2 Course titleholder		Lecturer Ramona Marinela SIMUȚ, PhD					
2.3 Seminar titleholder		Lecturer Ramona Marinela SIMUȚ, PhD					
2.4 Year of study	III	2.5 Semester	2	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					20 hours
Studying the workbook, course book, bibliography and notes					12 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					4 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					4 hours
Tutorship					2 hours
Assessment activities					2 hours
Other activities.....					
3.7 Total hours of individual study	44				
3.9 Total hours/semester	100				
3.10 Number of credits	4				

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard
5.2. concerning the seminar/laboratory activities	Whiteboard

6. Specific skills acquired	
Professional skills	C1.3 Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization C1.4 Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organization C2.4 Critical –constructive assessing and/or resolving of an issue concerning the operation of the firm/organization C3.4 Critical –constructive assessing and/or resolving of an issue concerning the operation and administration of a subdivision of the firm/organization C5.4 Critical-constructive evaluation of the instruments for data analysis
Transversal Skills	

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	- the course provides a comprehensive and balanced review of Customer Relationship Management. - explains what CRM is, the benefits it delivers, the contexts in which it is used, the technologies that are deployed, and how it can be implemented
7.2 Specific objectives	

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. The service economy overview	Lecture, problem-solving, debate, deduction, illustration	2 hours
8.1.2. Introduction to CRM		2 hours
8.1.3. Companies centred on customers		2 hours
8.1.4. Customer lifecycle management		2 hours
8.1.5. The customer profile		2 hours
8.1.6. Managing the customer's profile		2 hours
8.1.7. Customer relationship management and customer experience		2 hours
8.1.8. Creating value for customers		2 hours
8.1.9. CRM strategies		2 hours
8.1.10. Tools for customer information		2 hours
8.1.11. Managing and sharing customer data		2 hours
8.1.12. Managing supplier and partner relationships		2 hours
8.1.13. Managing investor and employee relationship		2 hours
8.1.14. Sales force		2 hours
Bibliography		
1. Buttle F., Customer relationship management, Editurea Butterworth Heinemann, 2009		
2. Anderson, K. Customer relationship management, Editura McGraw Hill, 2008		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Introductory seminar	Questioning, debate, deduction, applications, examples	2 hours
8.2.2. CRM success factors		2 hours
8.2.3. The three levels of sales and services		4 hours
8.2.4. CRM and the IT solutions		4 hours
8.2.5. CRM tools and software		2 hours
8.2.6. CRM and analytics		2 hours
8.2.7. Ethics and CRM		4 hours
8.2.8. The role and importance of networking		4 hours
8.2.9. The SFA ecosystem		4 hours

Bibliography:

1. Buttle F., Customer relationship management, Editura Butterworth Heinemann, 2009
2. Anderson, K. Customer relationship management, Editura McGraw Hill, 2008

9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

The contents of the course are adapted according to the requirements of business in several fields. Also the course contains an overview of sustainable development and how it is linked to businesses.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge and understanding the content of lectures.	18 multiple choice questions with one correct answer	50%
10.5 Seminar (S)	Creating a business model	Written project	50%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"> • Knowledge and understanding of content to the essential ideas. • Solve at least seven out of eighteen questions (grids) in the written exam. 			

Date**Course titleholder:****Seminar titleholder:**

28.09.2020

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Date of approval in the Department:

29.09.2020

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30.09.2020

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