SYLLABUS

Njësia akademike:	Faculty of Tourism and Environment
Titulli i lëndës:	Customer relationship management
Niveli:	Master
Statusi i lëndës:	OBLIGATORY
Viti i studimeve:	III
Numri orëve në javë:	3
Vlera në kredi:	5
Koha / lokacioni:	USHAF
Mësimdhënësi i lëndës:	Prof. Ass. Bashkim Mustafa
Detajet kontaktuese:	bashkim.mustafa@ushaf.net

Course description	Customer relationship management is a course that examines the planning, design and creation of the database, and focuses on the role of CRM in the firm's marketing strategy, with an emphasis on building customer relationships and service delivery. Companies strive to use CRM to identify, purchase, grow and retain customers to gain competitive advantage and maximize profit.
Course purpose:	The aim of this course is to equip students with contemporary concepts of management theory in innovation and entrepreneurship and their skills for practical application in businesses, companies and other organizations.
Expected learning outcomes:	Upon successful completion of the course, the student should be able to: • understand how analytical techniques and computer models can increase the accuracy of decision making by converting data into formations • analyze marketing phenomena and processes in ways that are appropriate for decision making • elaborate examples of successful use of the database • develop their skills to build, modify and apply knowledge of customer relationship management

Contribution to student workload (which should correspond to student learning outcomes)			
Activity	Hours	Day	Week Total
Lectures	2	15	30
Exercises - tasks			
Practical work	5	1	5
Contacts with teachers - consultations	1	5	5
Field exercises			
Seminar paper (research)	1	15	15
Homework	2	5	10

Student's own study time (in the library or at home)			40
Final preparation for the exam	3	2	6
Time spent on assessment (tests, quizzes, final exam)	2	2	4
Paper, projects, presentation of the paper, etc.	1	5	10
Totali			**125**

Teaching (and learning) methodology	Interactive lectures with students on the topics taught, orientation in the elaboration of the material taking study cases which will be discussed in groups. Learning based on a problem presented, presentation in groups by students and role play, practical lessons for the subject and commitment for the student to introduce the knowledge gained during the lecture. Lectures clarify and discuss key concepts and interactivity. Students are encouraged to read in advance the topics for which the lectures take place. Students should read the basic text and electronic articles to prepare for lectures. During the exercises - the presentation of cases, clarification of theoretical concepts, discussions, presentation of student works.
Assessment methods (passing criteria)	50 points - from the final exam which will be organized with open analytical and logical questions with the choice of creative options and ideas. 10 points - Engaging in lectures and discussions as well as attendance. 40 points - Student work elaborated in professional form with special cases of study of scientific and research character
Means of concretization - IT	Use of table, Internet, wireless, computer, projector and other necessary equipment, etc.
The relationship between the theoretical and practical part of the study	50% Theory 50% Engagement in discussions, practical work, case studies of scientific and research character.
Literature	
Basic literature	1. Francis Buttle, Customer Relationship, Management, Concept and Technology, 2-nd Edition, 2008
Additional literature	1. The CRM Handbook: A business guide to Customer Relationship Management-Jill Dyche 2001. 2. Lakshman Jha, Customer Relationship Management: A Strategic Approach. ISBN 9788190721127. Retrieved 8 June 3. Types of CRM and Examples | CRM Software". ww.crmsoftware.com. Retrieved 22 November 2015.

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Designed lesson plan:	**Lecture to be held**
The first week	The Importance of Database Technology for Customer Relationship Management (CRM)
The second week	Understanding CRM Database
Third week	Tools and software
Fourth week	Ways to use the CRM database
Fifth week	The three main blocks of the CRM system: (1) data, Basic Customer Analysis
Sixth week	The three main blocks of the CRM system: (2) technology, Basic Customer Analysis
Seventh week	The three main blocks of the CRM system: (3) statistical techniques
Week eight	CRM theory
Ninth week	CRM development
Week ten	Data, information and technology
Eleventh week	CRM: Impact on sales and marketing strategy
Twelfth week	CRM evaluation
Week thirteen	Privacy; CRM ethics the future of CRM
Week forteen	Presentation of student work of scientific and research character
Week fifteenth	Presentation of student work of scientific and research character
Academic policies and etiquette	

The student is obliged to attend the lectures more regularly and to have correct behavior towards the colleagues and the staff of the University, keeping calm and interactive engagement during the lectures and exercises is obligatory.