

SYLLABI

Basic data of the subject	
Academic unit:	Faculty of Management
Program:	Business Management and Entrepreneurship
Course title:	Customer relationship management
Level:	Bachelor
Subject status:	O
Year of studies:	III
Semester:	V
Number of hours per week:	3
Credit value – ECTS:	5
Time / location:	UASF
Subject professor:	
Contact details:	
Course Description	The course in question aims to emphasize the importance of customer relationships as a necessity for the success of companies and organizations operating in different markets, this is elaborated through the topics, Customer Relationship Management, Customer Value, Value for the Company, Satisfaction-Loyalty-Profit Chain, Expanding the Concept of Customer Value, Changes Defined by the Customer, Benefits of Customer Management, Loyalty Programs, Stakeholder Management, Social Media in Customer Relationship Management, Benefits of Customer Relationship Management, Planning for Success..
Purpose of the course	The aim of the course is for students to be trained on topics that include providing knowledge about the basics of customer relations which include: a) customer behavior, relationship marketing, customer satisfaction, loyalty, etc. The course aims to provide students with knowledge about the impact that customer relations concepts have on sales success.
Expected learning outcomes	<p>After completing this course, students will:</p> <ol style="list-style-type: none"> 1. Gain knowledge about the main theories and practices in the field of customer relationship management (ECTS: 1). 2. Understand the importance of Customer Relationship Management in a company, as well as its impact on business success (ECTS: 1). 3. Become skilled in practical skills for the customer relationship management process (ECTS: 1). 4. Identify the role played by the coordination of different departments within the company (ECTS: 1). 5. Build relationships with customers for the benefit of the company, as well as be competent to be part of the team in the company, for building healthy relationships with customers (ECTS: 1),

Contribution to the student workload (which should correspond to the student's learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Theoretical exercises/tasks	1	15	15
Practical work	5	1	5
Contacts with teachers – consultations	1	5	5
Preparation for project assignments	1	5	5
Course project - Test (planning + implementation)			
Homework	1	10	10
Student's own study time (in the library or at home)			35
Final exam preparation	1	10	10
Time spent on assessment (tests, final exam)	1	5	5
Projects, presentations, etc.	1	5	5
Total			125
Teaching methodology and learning methodology	<p>The lecture will be organized by keeping the student at the center, teaching will be carried out through lectures, exercises, practical examples, individual and group interpretations, seminar work, periodic assessments, etc. All of this will be realized in the theoretical and practical aspect by presenting the materials in audio-visual form through electronic technology with Windows Office programs. In the theoretical aspect, general scientific knowledge will be offered, based on contemporary literature. The practical part will mainly be realized through concrete examples from the literature and student papers, the students' opinion will be heard on the literature to be used, on the way of organizing the lecture which will be interactive regarding the topics taught, the orientation in the elaboration of the material will be discussed in the group - practical visits, student presentation of Case Studies, Seminar Papers or Research..</p>		
Assessment methods and passing criteria	<p>The Assessment method – is based on three activities – on which the final grade will be built (there may be more activities decided by the course professor):</p> <ul style="list-style-type: none"> • Activity and Engagement in the lesson.....max 20 points (%), • Presentation of the project/seminar paper.....max 10 points (%), • Final exam (or two tests).....max 70 points (%), <p>Passing criteria related to the activities foreseen by the assessment method:</p> <p>1. Activity and Engagement in Learning – is assessed with 20 points (%) out of 100 points (%) possible:</p> <ul style="list-style-type: none"> • Activity in the lesson (10 points (%)) - means that the student is active and involved in interactive discussions between professors and students, students and students, opening up new topics that are related to the subject, providing ideas, opinions, critical thoughts with the aim of stimulating debate during lectures. • Engagement (10 points (%)) - means that the student completes and presents the tasks that are assigned at the end of each lecture 		

and then discussed at the beginning of the next lecture.

Goal: Encouraging critical thinking and creative solution of real situations related to the problems posed - related to teaching and learning in the subject module.

2. Drafting and presenting a project/seminar paper - is assessed with 10 points out of 100 points (%) possible,

Within the semester, the student (can be a group of students – no more than 3 students) must prepare a project/seminar paper (Word and PowerPoint), the same paper must be presented during the hours designated for presentation. The presentation will last a maximum of 15 minutes.

The topic of the paper can be proposed by the professor or by the student – the topic proposed by the student must be approved by the professor, and it must be fully correlated with the course.

The paper is presented to the group and evaluated based on the quality of content, analysis, creativity and ability to present it clearly.

Project/seminar paper evaluation criteria	
Component	Points (%)
Structure and Purpose of the paper	3
Content/explanation of the paper	3
Conclusions drawn and presentation of the paper	4
Total:	10

Goal: development of research, analytical and scientific skills, through addressing a specific topic independently and academically - related to teaching and learning in the subject module.

3. The final exam test is evaluated with 70 points (%) out of 100 points (%) possible,

The student will be subject to the final exam test, after the completion of the course lectures and on the exam deadlines determined by the University Senate.

The exam test (question form) must be completed individually by the student and the same is evaluated according to the criteria and contains:

- ♦ objective multiple-choice questions, these will be used to assess the student's ability to recall and recognize concepts and course material.....30 points (%),
- ♦ subjective questions of the type of topic for explanation/written answer/tasks - for which the student himself must be able to provide answers related to the material of the lectured course, the same answers will be used to assess the student's understanding and abilities to apply the knowledge acquired in the analysis, synthesis/evaluation of the problem.....40 points (%),

Purpose of the test: to assess the acquisition of learning outcomes and the ability to apply them in practical situations.

The student passes the exam if he/she **collects 50 points (%)** from all activities foreseen by the assessment method,

	<table><tr><th colspan="4">Grades at UASF:</th></tr><tr><th>Grade</th><th>ECTS/Grade</th><th>Points/Percent (%)</th><th>The definition</th></tr><tr><td>10</td><td>A</td><td>90 - 100</td><td>Excellent</td></tr><tr><td>9</td><td>B</td><td>80 - 89</td><td>Excellent</td></tr><tr><td>8</td><td>C</td><td>70 - 79</td><td>Very good</td></tr><tr><td>7</td><td>D</td><td>60 - 69</td><td>Good</td></tr><tr><td>6</td><td>E</td><td>50 - 59</td><td>Sufficient</td></tr><tr><td>5</td><td>FX/F</td><td>0 - 49</td><td>Insufficient</td></tr></table>	Grades at UASF:				Grade	ECTS/Grade	Points/Percent (%)	The definition	10	A	90 - 100	Excellent	9	B	80 - 89	Excellent	8	C	70 - 79	Very good	7	D	60 - 69	Good	6	E	50 - 59	Sufficient	5	FX/F	0 - 49	Insufficient
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Concretization tools – IT	Use of Smart-board, Internet, wireless, computer, projector, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.																																
The ratio between the theoretical and practical part of the study	<p>70% - Theory, 30% - Theoretical exercises/tasks,</p> <p>This report aims to analyze the connection between the theoretical knowledge acquired during the lectures provided in the course module and the implementation of practical exercises (practical visits, exercises with students, student quizzes in class, etc.)</p> <p>Of the total 125 hours planned for the course, the division is made according to the ratio of 70% with a focus on theory and 30% on practice.</p> <ul style="list-style-type: none">87.5 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module.37.5 hours are focused on practical exercises, work visits, case studies, group work and development of simulation projects. <p>Distribution of 6 ECTS</p> <ul style="list-style-type: none">❖ 3.5 ECTS (70%) are dedicated to the theoretical part;❖ 1.5 ECTS (30%) are dedicated to the theoretical exercises/tasks; <p>This division reflects the balance between acquiring basic concepts and applying them through practical activities.</p>																																
Literature																																	
Basic literature:	<ol style="list-style-type: none">Kumar, V dhe Reinartz, W (2018) Customer Relationship Management (3d Edition), SpringerButtle, F. dhe Maklan, S. (2015) Customer Relationship Management (3d Edition), Routledge,																																
Additional literature:	<ol style="list-style-type: none">Roger J. Baran , Robert Galka, Daniel P. Strunk, “Principles of Customer Relationship Management”, South-western College Pub, 2007,																																
Additional information – Scientific Paper from the course professor:	<p>*Paper: Title – “Enhancing Competitive Advantage in Kosovo's Hospitality Sector: The Impact of Marketing Mix Strategies”,</p> <p>Author: A. Thaqi, N. Vizdik Thaqi</p> <p>Journal “Academic Journal of Interdisciplinary Studies”, E-ISSN: 2281-4612 /ISSN:2281-3993.</p>																																

	<p>Vol. 13 No. 4, Published: 05-07-2024.</p> <p>Linku i punimit: https://doi.org/10.36941/ajis-2024-0127</p>
Designed lesson plan:	
Week	The lecture that will be held
First week	<p>The importance of the subject, basic literature and student obligations during the course,</p> <p>This is an introductory lecture that will inform students about the course syllabus. Also in this lecture, students have the opportunity to choose groups for the preparation of the project. Expected result no. 1.</p>
Second week	<p>Artificial Intelligence and Automated Marketing Systems and CRM</p> <p>Customer Relationship Management. Expected Result No. 1.</p>
Third week	<p>Value for the Company/Satisfaction-Loyalty Chain</p> <p>Gain/expanding the concept of customer value. Expected result no. 1 and 2.</p>
Fourth week	<p>Traditional/Transactional Marketing (TM) vs. Relationship Marketing (RM)</p> <p>Concepts, Similarities and Differences / RM Organizational Forms. Expected Result No. 1, 2 and 3.</p>
Fifth week	<p>Strategic Customer Relationship Management (CRM), Development and Its Elements</p> <p>Customer-Driven Change / Customer Management Benefits / Loyalty Programs. Expected Outcome No. 1, 2 and 3.</p>
Sixth week	<p>Strategic Customer Relationship Management (CRM) - Part 2,</p> <p>Processes, Implementation, Evaluation Criteria, Features/Value Proposition, Customer Strategy, Stakeholder Management. Expected Result No. 1, 2 and 3.</p>
Seventh week	<p>CRM Campaign Management, Target Customer Identification Phase,</p> <p>Development of communication strategy, media channels, budget. Expected result no.1, 2, 3 and 4.</p>
Eighth week	<p>CRM in Marketing Channels,</p> <p>CRM Strategies in Channels, Types of Marketing Channels in CRM. Expected Result No.1, 2, 3 and 4.</p>
Ninth week	<p>Customer Services, Elements, Service Automation</p> <p>Customer Requirements to the Organization, Factors for Successful CRM Implementation. Expected Result No. 1, 2, 3, 4 and 5.</p>

Tenth week	CRM in the function of customer persuasion, Applied models, Application of persuasion and its tactics / Principles of consumer psychology. Expected result no.1, 2, 3, 4 and 5.
Eleventh week	Artificial Intelligence and Social Media in Customer Relationship Management-CRM, Application and Impact. Expected Result No.1, 2, 3, 4 and 5.
Twelfth week	Benefits of Customer Relationship Management Planning for success. Expected result no.1, 2, 3, 4 and 5.
Thirteenth week	Benefits of Customer Relationship Management / Implementation, The Future of Customer Relationship Management. Expected Result No.1, 2, 3, 4 and 5.
Fourteenth week	Marketing - Project Presentation In this lesson, students are required to present, together with the members of the group to which they belong, the parts of the project to which they have contributed. In addition, students from the entire group have the right to ask questions or give their opinion regarding the projects presented. Students who present should be prepared to give correct answers to the questions posed. Expected result no. 1, 2, 3, 4 and 5.
Fifteenth week	Marketing - Final Exam Preparation This lecture will provide a summary and review focusing on the expected learning outcomes, listed from 1 to 5.
Academic policies and rules of conduct	
The student is obliged to attend lectures regularly and to have correct behavior towards colleagues and University staff, maintaining calm and active engagement in lectures and exercises is mandatory. During lectures and exercises, eating, whispering that hinders work in the classroom and the use of mobile phones are PROHIBITED. At the same time, mobile phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized aids in exams, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the work submitted, the professor has the right to ask the student to verify his/her work. This can be done through: repeating the work, written or oral testing, surprise quiz or any other action deemed necessary by the lecturer.	