

Subject SYLLABUS

Basic information			
Academic Unit:	Faculty of Economics - Marketing		
Subject:	Customer Relationship Management		
Degree:	Bachelor		
Status of subject:	Non bligatory		
Year:	-III-		
Hours per week:	2+1		
Credits – ECTS:	4		
Building:	Faculty of Economics		
Professor:	Dr.sc.Visar Rrustemi		
Contact information:	+ 377 44 18 99 18 ; +386 49 507 624		
Content:			
	The characteristics of CRM, the development of CRM, the importance of CRM, activities, different kinds of CRM, cost/benefits use of CRM, criteria's of determining and designing the best CRM.		
Aims and Results:			
	The major objectives of the course are to prepare students to develop knowledge about CRM theories and make use of them in knowing to build the shortest way to keep them under umbrella of the company. More specifically the course is designed to prepare students in understanding cost/benefit use of CRM and create a competitive advantage for business by keeping them for a long time.		
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Link between theory and practise			
Activity	Hours	Days/Week	Total
Lectures	2	15	30
Theoretical Exercises	1	15	15
Practical activities			
Consultation with the professor	1	10	10
Field reserach			
Seminars			
Homework	1	10	10
Studying time			35

Final preparation for exam			
Time evaluation	1	1	1
Projects & Presentations			
Total			101
Teaching Methods:			
	<p>On each class will be delivered a lecture discussing main theories. Students participating in this course are expected to be actively involved in seminars and tutorials in which have to discuss essay type questions. In addition, each student has to prepare one topic related to building by their own a distribution channel reflecting their understanding and criticism to current state of literature.</p>		
Evaluation and Assessment			
	<p>The student assessment is threefold; class participation in lectures and seminars (10%), successful preparation of essay questions for discussion and term paper (50%), and final exam (40%).</p>		
Literature			
Basic literature:	Don Pepers & Martha Rogers “ Managing Customer Relationship ”		
Other literature:	Journal articles on CRM		
Detailed plan of teaching:			
Weeks	Presentation of syllabus		
Week: 1	Overall view of the concepts		
Week: 2	Basic CRM		
Week: 3	Functions of CRM		
Week: 4	Organisation of		
Week: 5	Design of CRM		
Week: 6	Types of CRM		
Week: 7	Ability of sales force		

Week: 8	Identification of alternatives
Week: 9	Evaluation of alternatives
Week: 10	Satisfaction of consumer behaviour
Week: 11	System of consumer complaints
Week: 12	Standards of quality services
Week: 13	Presentation
Week: 14	Presentation
Week: 15	Presentation

Academic policies and behavioral rules:

Statute of Prishtina University

Article. 155

Rights of students:

1. Attending all lectures and participating in the fieldwork with their colleagues.

Article. 156

Obligation of students:

1. To follow the rules of UP.
2. To respect the rules of teachers and other university personnel.
3. To respect the schedules of lectures and activities.
4. To have behave accordingly within and outside of University campus.