

EDUCATIONAL AND CURRICULAR DOCUMENTATION¹

Educational establishment
«Belarus State Economic University»

APPROVED

Rector of Educational establishment
«Belarus State Economic
University»

V.Y. Shutilin

«27» 10 2020

Registration No UD 46.20-20 / st.

CRM Systems

Curriculum of higher education institution in the academic discipline for specialty
1-25 01 12 "Economic informatics".

2020

¹ The original curriculum of the institution of higher education is kept at the Department of Economic Informatics

The curriculum is based on the OSVO 1-25 01 12-2013 and the curriculum of higher education institution in the specialty 1-25 01 12 "Economic Informatics", approval date 10.03.2020, registration number 01R-20.

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RECOMMENDED FOR APPROVAL:

Department of Economic Informatics

(Protocol No. 4 of 24.09.2020,

Scientific and Methodological Council of the Belarusian State Economic University

(Protocol No. 1 of 21.10.2020)

MEMORANDUM

The curriculum of the educational discipline "CRM-systems" is designed for students of specialty 1-25 01 12 "Economic Informatics".

The educational discipline "CRM-systems" is focused on obtaining students' knowledge of the theory of customer relationship management, development of practical skills when using CRM-class software products.

The aim of the discipline is to provide students with a comprehensive study of the theory of information technology and systems to ensure the implementation of concepts and basic approaches to customer relationship management and decision support in the implementation of marketing activities, as well as knowledge and skills to plan, organize work, accounting, monitoring and analysis of processes and stages of interaction with clients using CRM-class information management systems.

The main tasks of studying the academic discipline:

To achieve educational goals, students need to master:

- theoretical material, the main content of which includes consideration of the process of customer relationship management as a strategy of the organization, the role and place of information resources and systems in the economic activities, trends and features of CRM-systems and solutions in the implementation of marketing activities.
- practical part of the course in the form of computer workshops, the purpose of which is to teach students the skills of working with information systems CRM class.

As a result of studying this academic discipline, the following competences are formed:

- AK-9. Ability to learn, improve their skills throughout life;
- PC-29. To search, systematize and analyze information on industry prospects, innovative technologies, projects and solutions.

As a result of studying the academic discipline, students should know:

Customer relationship management methodology;

- terminology used;
- features of information system functioning for automation of customer relationship management processes (CRM-system);
- presentation of data for management analysis and management decision making;
- methods of design, implementation and operation of corporate CRM-systems.

be able to:

- to apply the basic methods and techniques of designing processes of management of mutual relations with clients by means of methodology and means of automation CRM;
- to carry out the rational analysis and a choice of means of automation of processes of management of mutual relations with clients;

- to design, implement and organize the operation of corporate CRM-systems.

own:

- skills of working with CRM-class programs to manage customer relationship management processes;
- methods of designing, developing and implementing a technical solution in the field of CRM-systems creation.

The basis for studying this academic discipline are the disciplines "Corporate Information Systems", "Business Office of the organization (enterprise) and Internet Marketing" studied in previous semesters.

According to the curriculum, the total number of hours in the academic discipline is 26 hours, including 26 hours of lectures in classrooms. The course is read in English.

CONTENT

Topic 1. Introduction to CRM

Basic concepts of CRM (Customer Relationship Management). Strategic CRM (Customer Relationship Management). Operational CRM. Analytical CRM. Definition of CRM. Structure of CRM. Commercial and non-commercial CRM context. Misconceptions about CRM. Basic CRM models. History of CRM.

Topic 2: Company and CRM

Types of companies using CRM. Organizational structure of companies. Types of users using CRM. The concept of Key Account Management.

Topic 3: The concept of value in CRM.

Definition of "Value" for the client. Understanding of Value. Definition of Value for the customer. Modeling the value. Sources of Value for Customers. Customization. Value creation through a marketing mix. Definition of the term "experience" (experience) of the client. The concept of "client experience". Management of "client experience". The difference between "customer experience management" and "customer relationship management". The impact of CRM on "customer experience".

Topic 4: Client and customer life cycle.

Definition of "new client." Definition of Prospect, Lead. Key performance indicators in attracting a new client. Operational CRM tools to help you attract new customers. Definition of the concept of "client retention". Economic analysis of client retention process. Ranking clients to determine the effectiveness of client retention. Strategies for client retention. Positive and negative strategies for customer retention. Key performance indicators in client retention. The role of research in reducing the number of terminated client relationships (Churn). Strategies for developing relationships with clients. Strategies for terminating customer relationships (Churn).

Topic 5: Customer relationships.

Customer Relationship Definition of the term "relationship". Quality of relationships. Principles of building company's relations with clients. Customer Lifetime Value. Principles of building relationships between clients and companies. Satisfaction, customer loyalty and business results. Theories of relationship management. Definition of "client portfolio". Basis disciplines of CRM. CRM in the context of B2B and B2C.

Topic 6: Client Portfolio Management.

The concept of a client portfolio. Principles of segmentation of clients by various attributes. Client portfolio models. Additional tools for portfolio management. Strategically important clients. Seven basic strategies for managing clients.

Theme 7: Automation of marketing management.

Definition of "marketing automation". Competitive advantages from marketing automation. Software for marketing automation.

Topic 8: Sales Management Automation.

Definition of "sales automation" CFA (Sales Force Automation). Sales Automation System. Functionality of CFA (Sales Force Automation). Introduction of CFA (Sales Force Automation). Change of quantity and quality of sales at implementation of CFA.

Theme 9: Automation of service management.

Definition of "service automation". Definition of the term "service for the client". Service quality modeling. Certification of service for the client. Software provisioning for service automation.

Topic 10. Receiving and analysing customer data.

Analytical CRM for strategy and tactics. Analytics during a client's life cycle. Analytics for structured and unstructured data. Big data analytics. Three ways of generating analytic insight. Data protection issues.

Topic 11. The CRM implementation process.

Main phases of CRM implementation. Phase 1: Developing a CRM strategy. Phase 2: Building the Basics of a CRM Project. Phase 3: Creating the specification, terms of reference, and partner selection. Phase 4: System implementation. Phase 5: System Performance Assessment.

Topic 12. Creating and managing customer databases.

Development and management of databases with information about clients. Structured and unstructured data. Data integration. Data warehouses. Data of March. Using OLAP-systems and relational databases to work with information about clients.

Topic 13. CRM vendors. Prospects of CRM-systems development.

World CRM vendors. CRM vendors in the Republic of Belarus. CRM solutions as a standalone or leased (Saas - Software as a Service or Cloud) version. New technologies for the work of specialists using CRM. Mobile applications for CRM. Social CRM.

TRAINING CARD OF THE DISCIPLINE "CRM SYSTEMS"
for specialty 1 25 01-12 "Economic informatics"
(full-time tertiary education)

Номер раздела, темы, занятия	Название раздела, темы	Количество аудиторных часов					Количество часов УСП	Формы контроля знаний
		Лекции	Практические занятия	Семинарские занятия	Лабораторные занятия	Иное		
1	2	3	4	5	6	7	8	9
1	Introduction to CRM	2			-			
2	Company and CRM	2						
3	The concept of value in CRM	2						
4	Customer and customer life cycle	2						
5	Customer Relationship	2						
6	Customer portfolio management	2						
7	Automation of marketing management	1						
8	Sales Management Automation	1						
9	Service Management Automation	1						
10	Receiving and analyzing customer data	2						
11	CRM implementation process	2						
12	Customer database creation and management	2						
13	Vendors CRM. Perspectives of CRM-systems development	1						
	ALL	26						

INFORMATION AND METHODOLOGICAL PART

Methodological recommendations for organizing independent work of students in the academic discipline "CRM Systems".

The independent work of students is an important stage in mastering the knowledge of the academic discipline. The budget of time for independent work is recommended on the average 1.5-2 hours for a 2-hour class.

The main directions of independent work of the student are:

- protection of individual tasks performed in laboratory classes;
- conducting tests on specific topics;
- implementation and protection of the project;
- passing the test.
- the independent work of students in the discipline, carried out outside the classroom, includes:
 - preparation for classroom classes;
 - performance of tests for self-testing;
 - preparation of thematic reports and presentations;
 - solving individual tasks on the topics of laboratory and practical classes;
 - preparation for all types of current attestations.

The following software and hardware are required to study the academic discipline:

Microsoft Office package (Word, Excel, PowerPoint) or similar, 1C platform with installed 1C configuration: CRM or 1C: UPP, Microsoft Internet Explorer browser, Mozilla Firefox, Google Chrome or similar. Internet access with the ability to connect to the system TrialHead from Salesforce;

Databases, reference and search engines:

Internet search engines: Yandex, Google, etc.

www.insidecrm.com/ - independent CRM-portal. Articles and reviews.

www.searchcrm.techtarget.com/ - portal of CRM practitioners.

<http://1crm.ru/> - information about 1C: CRM solutions line.

– **LITERATURE**

– **Main:**

1. Max Fatouretchi. The Art of CRM: Proven strategies for modern customer relationship management. Publisher: Packt Publishing; 1 edition (May 22, 2019)
2. Francis Buttle. Customer Relationship Management. Concepts and Technologies. Reprint Taylor & Francis, 2018
3. Richard Boulto. Creating and Managing a CRM Platform for your Organisation. Gower; 1 edition (December 19, 2018)
4. Paul Greenberg . CRM at the Speed of Light, Fifth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers. McGraw-Hill Education; 2018
5. Jill Dyché . The CRM Handbook: A Business Guide to Customer Relationship Management. Reprint Addison-Wesley Professional; 2017
6. Peter S. Fader. The Customer Centricity Playbook: Implement a Winning Strategy Driven by Customer Lifetime Value. Publisher: Wharton School Press (October 30, 2018)
7. Scott Kostojohn, Mathew Johnson, Brian Paulen. CRM Fundamentals. Apress; 2011
8. Roger J. Baran , Robert J. Galka. CRM: The Foundation of Contemporary Marketing Strategy. Routledge; 2018
9. David S. Williams. Connected CRM: Implementing a Data-Driven, Customer-Centric Business Strategy. Wiley; 2016

Additional:

10. Omer Lizotte, Do you CRM me?: An Analytical Guide to Customer Relationship Management. Publication Date: May 21, 2017
11. Adam Metz, The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers. McGraw-Hill Education; 2016
12. Antonios Chorianopoulos, Effective CRM using Predictive Analytics. Publisher: Wiley; 1 edition (October 26, 2015)
13. Kinzyabulatov Ramil, CRM. In detail and on the case. 1st edition. Publishing solutions, 2020.
14. Mark Jeffery, Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know. Wiley; 2017.
15. Akulich, M., Customer Relationship Management (CRM) Publishing Solutions, 2019.
16. Oliver Grand, How to increase and stabilize sales through CRM. Publishing solutions; 2019.

PROTOCOL FOR THE HARMONIZATION OF THE HEALTH EDUCATION PROGRAM

Name of the discipline with which approval is required	Department name	Proposals for changes in the content of the curriculum of the institution of higher education in the academic discipline	Decision taken by the department that developed the curriculum (indicating the date and protocol number)
1	2	3	4
Geographic information systems	Information technologies <i>CMU</i>	not	protocol No. 12 from May 27, 2020

SYLLABUS ADDITIONS AND CHANGES

in ____ / ____ academic year

№	Additions and changes	Reasons

Syllabus is re-considered and approved on the meeting of the department of
 _____ (minutes № ____ on _____ 20__)

Head of the department

A.M. Zenevich

APPROVED

Dean of the Faculty _____

D.A. Marushka