Course Description

Department: Industrial Engineering (FK09)

Course title: Customer Relationship Management

Hours per week: 4

Number of ECTS credits: 5

Semester: 

Course objective: Students will be given a thorough understanding of CRM and the most recent innovations.

Prerequisites: None

Recommended reading: 

Teaching methods: A mixture of lectures and case studies with discussion of the presented outcomes.
Assessment methods: Coursework (50%) and class participation (50%)

Language of instruction: English

Name of lecturer: Mr David Demfrey

Email: wolfgang.doehl@hm.edu

Link: 

Course content: Overview of CRM including important terminology, key processes and the leading solution vendors in the market.

Discussion of the importance of combining business process and technology for Enterprise CRM programs.

Operational CRM v Business Intelligence. What is the difference and what is the appropriate situation for each?

The key success factors in delivering complex CRM programs in Enterprise companies.