

Title of the course:	Customer Relationship Management in the Global Economy		
Course ID:	VE-GMT018		
Level of education:	Erasmus	Academic semester:Spring	Optional
Professor's name:	Ferenc Korsós-Schlesser	Academic title:	
Hours per semester:	26 (2 hours per week)	Credits:	4
Exam:	Case studies and oral exam	Pre-requisites:	none

Aims of the course

Within the scope of the subject, students can become familiar with the methodology that facilitates the effective creation and successful use of a business relationship system. This allows the company to sell its products and services more successfully and gain a higher level of market knowledge. Students can become familiar with the application of a customer relationship management system. Thanks to case studies, students gain insight into the everyday strategic and operational operations of this world. They have the opportunity to put into practice the marketing and sales activities they have previously learned in theory. They can gain insight into the benefits of structured information storage and their daily utilization.

Course outline

1. The development of customer management
2. Strategic issues
3. Competitive advantage, competitiveness
4. Highlighted customer issues
5. Organizational structure in the corporate environment
6. The KAISM matrix
7. The place and role of customer service
8. Types of IT solutions
9. Acquisition of an IT system
10. Implementation of an IT system
11. Other supporting solutions
12. Case study

Requirements and assessment

Classroom activity 20 %
 Case studies (home assignments) 40%
 Final exam (multiple choice plus one essay) 40%

Readings:

The suggested literature is always presented in the classes from publications related to the current case study.