



SYLLABUS

Academic year 2022-2023

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-Bolyai
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration in Hospitality Services (English)

2. Information regarding the course

2.1. Name of the course	Customer Relationship Management						
2.2. Code	ILE0027						
2.3. Course coordinator	Conf. Dr. Cristina FLEŞERIU						
2.4. Seminar coordinator	Conf. Dr. Cristina FLEŞERIU						
2.5. Year of study	3	2.6. Semester	II	2.7. Type of evaluation	E	2.8. Type of course	Required

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	48	Of which: 3.5. lecture	24	3.6. seminar/laboratory	24
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					24
Additional documentation (in libraries, on electronic platforms, field documentation)					15
Preparation for seminars/labs, homework, papers, portfolios and essays					24
Tutorship					2
Evaluations					2
Other activities:					10
3.7. Total individual study hours					77
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with computer and projector
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5.2. for the seminar /lab activities	Classroom equipped with computer and projector
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6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> gathering, processing, and analysing economic data for business management (C1); business environment research for substantiation of business decisions (C2); negotiating contract clauses and managing the relationships with clients and suppliers (C3).
Transversal competencies	<ul style="list-style-type: none"> identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork (CT2)

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> the students must assume the Customer Relationship Management concept and the fundamental elements about the CRM theory and practice
7.2. Specific objective of the course	<ul style="list-style-type: none"> to know the identification, targeting and consumer segmentation methods and techniques to study the approach and the communication methods used with clients, the importance of non-verbal communication in the relation with clients to analyse the objections and to know how to welcome these assumption of sales techniques and know some aspects about the purpose and the importance of the sales force into the company

8. Content

8.1. Course		Teaching Method	Remarks
1	Discipline presentation and the requirements for the students, Introduction about customer relationship management	Interactive exposure, multimedia, exemplification	1 lecture
2	CRM definition, appearance, development stages	Interactive exposure, multimedia, exemplification	1 lecture
3	CRM levels, misunderstandings about CRM, customer satisfaction and loyalty and business performance	Interactive exposure, multimedia, exemplification	1 lecture



4	The 4 C's, Types of clients, company's profile based on customer service and sales profile	Interactive exposure, multimedia, exemplification	2 lectures
5	Transactional marketing and relationship marketing, 6 Markets Model in Relationship Marketing and internal marketing	Interactive exposure, multimedia, exemplification	1 lecture
6	Customer segmentation, segmentation models	Interactive exposure, multimedia, exemplification	2 lectures
7	Categorizing customers by their needs, customer portfolio	Interactive exposure, multimedia, exemplification	1 lecture
8	Customer approach	Interactive exposure, multimedia, exemplification	1 lecture
9	Methods used to create the value proposition	Interactive exposure, multimedia, exemplification	1 lecture
10	CRM value chain, conventional CRM structures, how to keep key accounts and how to get rid of unwanted clients	Interactive exposure, multimedia, exemplification	1 lecture
Bibliography		<ol style="list-style-type: none"> Buttle, F. & Maklan S. (2019), Customer Relationship Management. Concepts and Technologies, 4-th edition, Routledge, Oxford. Korda P. – „As în vânzări. Tehnici de a vinde”, Ed. Meteor Business, București, 2008. Moulinier R., Les techniques de la vente, 7e edition, Ed. Groupe Eyrolles, 2009 Peppers, D. & Rogers M. (2011), <i>Managing Customer Relationships. A Strategic Framework</i>, Second Edition, John Wiley & Sons, Inc., New Jersey. Sewell C., Brown P.B. – „,Clienți pe viață”, Ed. Publica, București, 2009 Kumar V. & Reinartz W. (2018), Customer Relationship Management: Concept, Strategy, and Tools, 3-rd edition, Springer, Berlin. 	

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Discipline presentation and the requirements for the students from course and seminar activities, responsibilities during the semester	Presentation	1 seminar
2	The importance of CRM: General Motors and Nissan, Xerox Copiers, Tourism in the late URSS, An American carpet company, British airlines	Case studies, group discussions	1 seminar
3	CRM level – customer centricity	Case study	1 seminar
4	Exchange relationship with external and internal clients, approach of internal and external clients based on a product/ service	Practical applications, group discussions	1 seminar
5	The importance of customer service at enterprise Rent-A-Car	Case study	1 seminar



6	The 4C's and types of customers	Practical applications, group discussions	1 seminar
7	Relationship marketing – importance, Improvement of internal marketing, Hotel Dourmouse	Practical applications, case studies, group discussions	1 seminar
7	A usual conversation, The Swiss commercial, customer segments, segmentation models (RFM model and CLV)	Practical applications, case studies, group discussions	2 seminars
8	Customer approach, The Snack war, Lastminute.com, presenting the product/ service benefits as an approach technique	Exemplification, case studies, group discussions	2 seminars
9	Delivering superior services – the case of TNT	Case study	1 seminar
Bibliography	<ol style="list-style-type: none"> Buttle, F. & Maklan S. (2019), Customer Relationship Management. Concepts and Technologies, 4-th edition, Routledge, Oxford. Korda P. – „As în vânzări. Tehnici de a vinde”, Ed. Meteor Business, Bucureşti, 2008. Moulinier R., Les techniques de la vente, 7e edition, Ed. Groupe Eyrolles, 2009 Peppers, D. & Rogers M. (2011), <i>Managing Customer Relationships. A Strategic Framework</i>, Second Edition, John Wiley & Sons, Inc., New Jersey. Sewell C., Brown P.B. – „Clienţi pe viaţă”, Ed. Publica, Bucureşti, 2009 Kumar V. & Reinartz W. (2018), Customer Relationship Management: Concept, Strategy, and Tools, 3-rd edition, Springer, Berlin. 		

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content the discipline to the labor, meetings were held with representatives from the business community.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Percent from the end grade
10.4 Course	<ul style="list-style-type: none"> understanding and leaning the specialized concepts; correct use of specialized knowledge; consistency logical thinking. correlation between concepts. 	Final exam written	60%



10.5 Seminar	<ul style="list-style-type: none">• ability to apply the learned specialized concepts;• creativity;• ability to work in team.• ability to resolve case studies;	Portfolio with applications and case studies	40%
6.6. In the re-examination period, the grading policy (structure) remains the same.			
10.7. Minimum performance standards			
<ul style="list-style-type: none">• knowing the fundamental concepts who were taught;• appropriate use and application of specialized concepts.			

Date

Course coordinator

Seminar coordinator

Conf. Dr. Cristina Fleșeriu

Conf. Dr. Cristina Fleșeriu

Date of approval

Head of department

Conf. Dr. Oana Adriana Gică