

SYLLABUS OF THE COURSE

CRM systems in business

Level of higher education: first (bachelor).

Speciality – 051 Economics, 073 Management, 075 Marketing, 076 Entrepreneurship, trade and exchange activities, 241 Hotel and restaurant business, 242 Tourism.

Educational program – Economics, Travel business, Marketing, Entrepreneurship and commercial activity, Tourism, Entrepreneurship in hotel and restaurant business.

Discipline status – obligatory.

Lecturers: Kostynets Y.V., candidate of economic sciences, associate professor, head of the department, Ponomarenko I.V., candidate of economic sciences, associate professor.

1. Course annotation:

Semester: 5.

Module volume: total number of hours – 90, of them: lectures – 12 hours., practical – 24 hours, individual work – 54 hours, number of ECTS credits – 3.

The purpose of the course – mastering the technology of designing databases and data depositories, forming theoretical knowledge and acquiring practical skills of using professional software in information systems in solving current management problems with a focus on the needs and requests of partners and consumers, target markets, mastering the methodological apparatus of business market objects in the conditions of digitalization, acquiring the ability for the creative search of the ways to improve the activities of the business entity on the basis of analytical processing of information in information systems.

The results of discipline' studying:

to know: the principles of modeling business process management problems and their consequences, proposing possible ways their solvation using modern information technologies;

be able: to make the plan of work of the business analyst, to carry out the analysis of business activity of the enterprise for the purpose of optimization of business processes, to use professionally-profiled knowledge and practical skills from fundamental disciplines in automation of business processes; to find communication contacts with stakeholders in a professional environment;

to possess the skills in: application of knowledge and understandings of management problems' solvation in business, to carry out communications in business processes, to carry out reengineering of business processes;

to solve independently: issues of business process management and interaction with consumers and partners.

Required training components (prerequisites, co-requisites, post-requisites): macro - and microeconomics, basics of entrepreneurship, business economics, business organization in the field of services, statistics, information systems and technologies, marketing, management.

Course content: BPM-platforms for business process automation. Major developers of CRM systems: SAP AG, Oracle, Microsoft Dynamics, Salesforce and others. Topic 2. Database systems. Basic concepts and architecture. CRM-systems as interactive databases: Bitrix24, AmoCRM, CRM Dynamics 365. Topic 3. Features of operation of separate CRM-systems according to types of professional activity. Organization of technological support of automated CRM-systems (according to the types of professional activity). Topic 4. Information and communication support of CRM-systems. Integration of IP-telephony, SMM, email-marketing with CRM-systems. Topic 5. Tools for modeling and analysis of business processes in CRM-systems in accordance with their specialization and types of professional activities. Topic 6. Business process reengineering.

Types of training lessons: lecture, practical, consultation.

Forms of final control: exam (semester 5).

Tools for diagnosing studying success: practical tasks with the use of specialized software (for current control), list of questions for final control, sets of test tasks and final control.

Language of studying: Ukrainian

2. Assessment:

Distribution of points received by students

Current control						Final control	Sum
T1	T2	T3	T4	T5	T6		
15	15	15	15	15	15	10	100

Distribution of points from discipline

Types of assessment	T1	T2	T3	T4	T5	T6	Total
Speech at the practical lesson	5	5	5	5	5	5	30
Execution of a practical task	5	5	5	5	5	5	30
Individual tasks	5	5	5	5	5	5	30
Exam	10						10
Total from the discipline							100

Exam assessment criteria: examination ticket consists of three tasks: 1 theoretical question -3 points, two practical tasks - 3 points, problem - 4 points, total - 10 points.

Compliance with the scales for assessing the quality of learning material

Score on a national scale for exam, TP, CW / offset /	Score in points	Evaluation on the ECTS scale	Explanation
Perfectly/credited	90-100	A	Perfect (excellent performance with only a small number of mistakes)
Good/credited	82-89	B	Very good (above average with several mistakes)
	74-81	C	Good (in general correct execution with a number of significant mistakes)
Satisfactorily / credited	64-73	D	Satisfactorily (not bad, but with a significant number of mistakes)
	60-63	E	Enough (execution meets the minimum criteria)
Unsatisfactorily / not credited	35-59	FX	Unsatisfactorily (with the possibility of reassembly)
	0-34	F	Unsatisfactorily (with mandatory re-study of the discipline)

3. Course policy:

3.1 Mandatory observance of academic integrity by students, namely:

- independent execution of all types of work, tasks, forms of control provided by the work program of this discipline;
- links to sources of information in the case of the use of ideas, developments, statements, information;
- compliance with the law on copyright and related rights;
- providing reliable information about the results of their own educational activities, used research methods and sources of information.

3.2. In order to obtain a minimum positive grade from the discipline it is necessary to get a minimum number of points for each topic and modular control.

3.3. In case of untimely performance of works, the number of points scored is reduced by 30%.

3.4. Postponement of the deadline for submission of works:

- possible extension of the deadline for submission of works for valid reasons (hospital, academic mobility), which must be notified to the lecturer in advance,
- without good reason - the number of points scored is reduced by 30%.

3.5. When plagiarism is detected, the student's work is returned back and a new task is issued.

3.6. In case student gets an insufficient quantity of points from the discipline, missed classes should be completed according to the individual schedule agreed with the lecturer.

3.7. The appeal of the assessment is as follows: a student makes a request to the lecturer, who reviews the available results of the student's educational activities to be assessed, and under objective conditions (detected technical errors) the scores may increase. If the student claims a higher score and considers the evaluation of the results of his educational activities by the lecturer biased, the department creates a commission of three scientific-pedagogical members, which offers the student to demonstrate the acquired knowledge, skills and abilities from this discipline in a certain form (oral or written). Scores may increase if the student confirms the level of knowledge declared by him.