Course Specification

Course Code: IBD3312

Course Title: Customer Relationship Management

Credits: 3(3-0-6)

Program: Digital International Business

College of Hospitality Industry Management (CHM)

Semester: 2 **Academic Year:** 2022

Section 1 General Information

1. Code and Course Title :

Course Code: IBD3312

Course Title (English): Customer Relationship Management

Course Title (Thai): การจัดการลูกค้าสัมพันธ์

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in Digital International Business (International Program), Revised in 2020

3.2 Course Category:

☐ General Education   ☑ Major Requirement Course

☐ Elective Course   ☐ Others ……………

4. Lecturer Responsible for Course and Instructional Course Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms. Nalin Simasathiansophon

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 401 Tel. 082-7842162   E-mail: nalin.si@ssru.ac.th

6. Semester/Year of Study

6.1 Semester: 2   Year of Study 2022

6.2 Number of the students enrolled: 3 students

7. Pre-requisite Course (If any)

Course Code: None   Course Title: None

8. Co-requisite Course (If any)

Course Code: None   Course Title: None

9. Learning Location

Building: College of Hospitality Industry Management, Nakhon Pathom Campus

Room: 409

10. Last Date for Preparing and Revising this Course:

22th December 2022

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics
  (1) The ability to project responsibility and morality in class and assigned tasks,
  (2) The ability to comply with rules, regulations, moral and societal standards,
  (3) The awareness of ethics in digital international business decisions and actions.

1.2 Knowledge
  (1) Have knowledge in business theories and concepts,
  (2) Analyze and solve real business practical problems and issues in digital era,
  (3) Apply business knowledge integrated with other disciplines.

1.3 Cognitive Skills
  (1) The ability to gather, research, and summarize information and knowledge,
  (2) Self-studying and sharing information with others,
  (3) The ability to find appropriated solutions for real business issues.

1.4 Interpersonal Skills and Responsibility
  (1) The ability to learn for themselves and help group member to learn,
  (2) The ability to use appropriated method for interpersonal communication and discussion,

(3) The ability to create business ideas and to have leadership skill.

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) The ability to use basic ICT skills and apply them to daily life,

(2) The ability to use statistics data to solve business problems,

(3) The ability to use data analytics to analyze business issues.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2020 academic year, students should develop their abilities as follow:

(1) The need to enhance analysis skill

(2) The need to improve critical thinking in terms of investment decision

(3) The need to adjust their decision making according to information from research

Therefore, the purpose for developing course content is that it should encourage students on critical thinking skills, particularly in airline management situation.

Section 3 Characteristics and Operation

1. Course Outline

The nature of relationship, customer retention, internal relationship, supplier and external relationships, customer relationship management technologies, implementation issues and performance measurement.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture(hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
48 hours	-	96 hours	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 401

Building: College of Hospitality Industry Management (Nakhon Pathom Campus/SSRU)

3.2 Consulting via office telephone/mobile phone: 082-7842162

3.3 Consulting via E-Mail: nalin.si@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Facebook: Aj Nalin Simasathiansophon

Line ID: nalin.sima

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: https://elchm.ssru.ac.th/nalin_si

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

● (1) The ability to project responsibility and morality in class and assigned tasks,

○ (2) The ability to comply with rules, regulations, moral and societal standards,

○ (3) The awareness of ethics in digital international business decisions and actions.

1.2 Teaching Strategies

(1) Utilize assignments and projects to assess students' responsibility and morality,

(2) Provide examples of digital international business integrity in classroom,

(3) Provide case studies that emphasize business ethics, digital ethics and privacy.

1.3 Evaluation Strategies

(1) Use attendance and participation as means of evaluation,

(2) Use assignments to assess students' responsibility,

(3) Evaluate students regarding moral misconduct.

2. Knowledge

2.1 Knowledge to be acquired

○ (1) Have knowledge in business theories and concepts,

● (2) Analyze and solve real business practical problems and issues in digital era,

○ (3) Apply business knowledge integrated with other disciplines.

2.2 Teaching Strategies

(1) Use problem-based learning,

(2) Use cooperative learning techniques,

(3) Invite guest speakers or organize a field trip.

2.3 Evaluation Strategies

(1) Pop-quiz, midterm, and final examination,

(2) Term Project,

(3) Class assignments.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

○ (1) The ability to gather, research, and summarize information and knowledge,

● (2) Self-studying and sharing information with others,

○ (3) The ability to find appropriated solutions for real business issues.

3.2 Teaching Strategies

(1) Assign group or individual projects,

(2) Assign group discussion or seminar,

(3) Provide problem-based learning tasks.

3.3 Evaluation Strategies

(1) Evaluate presentation and/or report projects,

(2) Evaluate in class activities using personal involvement rubrics.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

○ (1) The ability to learn for themselves and help group member to learn,

● (2) The ability to use appropriated method for interpersonal communication and discussion,

○ (3) The ability to create business ideas and to have leadership skill.

4.2 Teaching Strategies

(1) Implement student center learning method and problem-based learning,

(2) Engage students in collaborative activities,

(3) Use cooperative learning techniques.

4.3 Evaluation Strategies

(1) Assess students' participation in teamwork,

(2) Observe students 'interpersonal communication and discussion,

(3) Evaluate students' business creativities and innovativeness from presentation or assignments.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

● (1) The ability to use basic ICT skills and apply them to daily life,

○ (2) The ability to use statistics data to solve business problems,

○ (3) The ability to use data analytics to analyze business issues.

5.2 Teaching Strategies

(1) Assign activities that allow students to implement their ICT skills,

      (2) Encourage students to use data analytics or statistics in assignments or projects conduction.

5.3 Evaluation Strategies

      (1) Evaluate ability to use ICT skills from students' assignments,

      (2) Evaluate ability to use statistic data implemented in assignments or projects,

      (3) Evaluate ability to use data analytics software and/or application in their work and studies.

Remark: Symbol ● means 'major responsibility'

      Symbol ○ means 'minor responsibility'

   No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1.Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	**Topic 1 Introduction to CRM** - Strategic CRM - Operational CRM - Analytical CRM	3	• Zoom App.: online lecture • Quizizz: Pre-test • Child center: cooperative learning (round robin)
2	**Topic 2 Understanding Relationships** - Relationship quality - Customer satisfaction, loyalty and business performance	3	• Zoom App.: online lecture • Problem based learning**:** case study • Google doc: cooperative learning (round table)
3	**Topic 3 Customer-Related Databases** - Database technology and hardware platform - Privacy issues	3	• Zoom App.: online lecture • Group discussion • Coggle it: cooperative learning (think-pair-share)
4	**Topic 4 Customer Portfolio Management** - Basic disciplines for CPM - Market segmentation - Sales forecasting	3	• Zoom App.: online lecture • Problem based learning**:** case study • Child center: cooperative learning (round table)
5	**Topic 5 Customer Experience Management** - Experiential marketing strategies and tactics - Customer experience and the role of CRM - CRM software	3	• Zoom App.: online lecture • Problem based learning**:** case study • Child center: cooperative learning (round table)
6	**Topic 6 Managing the Customer Lifecycle** - Customer acquisition	3	• Zoom App.: online lecture • Problem based learning**:** case study • Group discussion

Week	Topic/Outline	Hours	Learning Activities and Medias
			• Child center: cooperative learning (think-pair-share)
7	**Topic 6 Managing the Customer Lifecycle (Cont.)** - Customer retention	3	• Zoom App.: online lecture • Group discussion • Child center: cooperative learning (round robin)
8	**MID-TERM EXAMINATION**	3	• Paper tests
9	**Topic 7 Internal Relationship** - Investor relationship - Employee relationship	3	• Direct instruction • Problem based learning: case study • Group discussion • Child center: cooperative learning (round robin)
10	**Topic 8 External Relationship** - Supplier relationship - Partner relationship	3	• Project based learning: case study • Moodle: online learning • Group discussion
11	**Topic 9 Information Technology** - Origins of CRM technology - The CRM ecosystem	3	• Direct instruction • Problem based learning: case study • Group discussion
12	**Topic 10 Operational CRM** - Sales force automation	3	• Direct instruction • Problem based learning: case study • Group discussion • Child center: cooperative learning (round table)
13	**Topic 10 Operational CRM (Cont.)** - Marketing automation	3	• Direct instruction • Group discussion • Child center: cooperative learning (think-pair-share)
14	**Topic 10 Operational CRM (Cont.)** - Service automation	3	• Direct instruction

Week	Topic/Outline	Hours	Learning Activities and Medias
			• Problem based learning: case study • Group discussion • Child center: cooperative learning (round table)
15	**Topic 11 Benefits of CRM** - Planning to succeed - Implementing CRM	3	• Direct instruction • Group discussion • Child center: cooperative learning (think-pair-share)
16	**Group project presentation**	3	• Group report • Oral presentation • Post test
17	**FINAL EXAMINATION**	3	• Paper test
Total of Hours		**48**	

2. Learning Assessment Plan

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1. Morals and Ethics (1) Be able to deliver or to complete a required task at or the appointed time, (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold, (3) Be able to make decisions in business according to moral concepts and judgments.	(1) Question & answer (2) Classroom attendance (3) Open-end questions	Throughout semester	10%
2. Knowledge (1) Be able to identify the air transport business services and activities and describe important case studies, (2) Be able to use airline business knowledge integrated with other disciplines,	(1) Question & answer (2) Mid-term examination (3) Final examination	(1) Throughout semester (2) Week 8 (3) Week 17	(1) 20 % (2) 30 %

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
(3) Be able to use airline business knowledge integrated with other disciplines.			
3. Cognitive Skills (1) The ability to gather and summarize information, and conduct research, (2) Self-study and sharing information with others, (3) The ability to solve problem from case studies.	(1) Group project (2) Group discussion (3) Question & answer	(1) Week 16 (2) Throughout semester (3) Throughout semester	10%
4. Interpersonal Skills and Responsibility (1) Be able to communicate in English, (2) Be able to use English to solve Airline business problem, (3) Initiate some new type of air transport business ideas and have leadership.	(1) Class activities (2) Open-end questions	Throughout semester	20%
5. Numerical Analysis, Communication and Information Technology Skills (1) Be able to use basic ICT skills and apply them to daily life, (2) Be able to use statistics and mathematics to solve air transport business problems, (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.	(1) Group discussion (2) Oral presentation (3) Question & answer	(1) Throughout semester (2) Week 16	10 %

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Buttle, F. & Maklan, S. (2015). Customer relationship management: concepts and technologies. 3rd ed., Oxon: Routledge.

2. Important Documents for Extra Study

Buttle, F. (2009). Customer relationship management: concepts and Technologies. 2nd ed., Oxford: Butterworth-Heinemann.

3. Suggestion Information (Printing Materials/Website/CD/Others)

-

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

(1) Content objectives

(2) The instructional materials

(3) Learning methods and assessment

(4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Interviewing students during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

(1) The lecturer is well prepared for class sessions.

(2) The lecturer answers questions carefully and completely.

(3) The lecturer uses examples to make the materials easy to understand.

(4) The lecturer stimulated interest in the course.

(5) The lecturer made the course material interesting.

(6) The lecturer is knowledgeable about the topics presented in this course.

(7) The lecturer treats students respectfully.

(8) The lecturer is fair in dealing with students.

(9) The lecturer makes students feel comfortable about asking question.

(10) Course assignments are interesting and stimulating.

(11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, interview, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assess process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
Course Category:	● Major Responsibility								○ Minor Responsibility						
Required Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IBD3312 **Course Title:** Customer Relationship Management	●	○	○	○	●	○	○	●	○	○	●	○	●	○	○