



**College of
Hospitality Industry Management**

TQF.5 Course Report

Course Code : IBD3312

Course Title : Customer Relationship Management

Credits : 3(3-0-6)

Semester /Academic Year : 2 / 2022

Students : Bachelor of Business Administration **Program in** Digital International Business

Lecturer(s) : Ms.Nalin Simasathiansophon

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management

Section1: General Information

1. Course Code and Title : IBD3312 Customer Relationship Management

2. Pre-requisite (if any) : None

3. Faculty Member(s) Teaching the Course and Sections

Ms.Nalin Simasathiansophon

Sections: 01

Room No. Online

4. Semester and Academic Year

Semester 2, Academic Year 2022

5. Venue

College of Hospitality Industry Management, Nakhon Pathom Campus

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Topic 1 Introduction to CRM - Strategic CRM - Operational CRM - Analytical CRM	3	3	-
Topic 2 Understanding Relationships - Relationship quality - Customer satisfaction, loyalty and business performance	3	3	-
Topic 3 Customer-Related Databases - Database technology and hardware platform - Privacy issues	3	3	-
Topic 4 Customer Portfolio Management - Basic disciplines for CPM - Market segmentation - Sales forecasting	3	3	-
Topic 5 Customer Experience Management - Experiential marketing strategies and tactics - Customer experience and the role of CRM - CRM software	3	3	-
Topic 6 Managing the Customer Lifecycle - Customer acquisition - Customer retention	6	6	-
Topic 7 Internal Relationship - Investor relationship	3	3	-

- Employee relationship			
Topic 8 External Relationship - Supplier relationship - Partner relationship	3	3	-
Topic 9 Information Technology - Origins of CRM technology - The CRM ecosystem	3	3	-
Topic 10 Operational CRM - Sales force automation - Marketing automation - Service automation	9	9	-
Topic 11 Benefits of CRM - Planning to succeed - Implementing CRM	3	3	-
Total	48	48	-

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
1. Morals and Ethics	1) Question & answer 2) Classroom attendance 3) Open-end questions	✓	-	No problems

2. Knowledge	1) Question & answer 2) Mid-term examination 3) Final examination	✓	-	Changing to an online learning platform due to the pandemic reduces ability of students to absorb knowledge.
3. Cognitive Skills	1) Group project 2) Group discussion 3) Question & answer	✓	-	Students practiced activities in CRM topics using various computer programs.
4. Interpersonal Skills and Responsibilities	1) Class activities 2) Open-end questions	✓	-	Using open-end questions can help students to show their ideas within the group and intergroup.
5. Numerical Analysis, Communication and Information Technology Skills	1) Group discussion 2) Oral presentation 3) Question & answer	✓	-	Hands-on activity encourages students to implement their knowledge with technology.

4. Suggestions for Improving Teaching Methods

Due to the pandemic, online learning method has been implemented. However, it is hard to interact with student via online learning platform. Therefore, online learning platform should be implemented together with the classroom in order to ensure that students will gain knowledge as much as possible.

Section 3 : Course Outcomes

1. Number of registered students: 5

2. Number of students at the end of semester: 5

3 Number of students who withdrew (W): None

4. Grade distribution

Grade	No. of students	Percentage
A	1	20
A-	-	-
B+	-	-
B	4	80
B-	-	-
C+	-	-
C	-	-
C-	-	-
D+	-	-
D	-	-
D-	-	-
F	-	-
Incomplete (I)	-	-

5. Factors causing unusual distribution of grades (If any)

None

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
None	None

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
None	None

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
1. Survey 2. Question & answer	1. Students have high learning outcome 2. Students liked to practice research skill since they can use it in the future.

	3. Hands-on activities helps students to familiar with applying knowledge with the real situation.
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Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: None	Impacts on students' learning: None
Learning Resources Problems: For online learning method, some students have only mobile phone, no computer or laptop. Thus, it is hard to assign task that require students to use program on computer, especially Microsoft Excel or Word.	Impacts on students' learning: Activities or tasks were limited, only mobile applications can be used to assign the activities.

2. Administration and organization

Problems from administration None	Impacts on students' learning None
Problems from organization None	Impacts on students' learning None

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

This course encouraged students to learn more on how to create loyalty in airline business. It can also improve students' research skill when practicing satisfaction survey.

1.2 Faculty members' opinions on the comments in 1.1

Lecturer can also apply active learning activity together with the research skill to make it more interesting for students.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

Students want to collect the survey at the airports.

2.2 Faculty members' opinions on the comments in 2.1

It would be good if students can collect the satisfaction at the airports.

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 1 Academic year 2022 Invite a guest speaker	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.) The guest speaker was invited to teach the topic 'satisfaction survey'
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2. Other improvements

None

3. Suggestions for improvement for Semester 1 Academic year 2023

Suggestions	Time Frame	Responsible person
A plan to conduct field trip	Week 6	Ms.Nalin Simasathiansophon

4. Suggestions of faculty member(s) responsible for the course

None

Responsible Faculty Member/Coordinator: Ms.Nalin Simasathiansophon

Signature.....*Nalin*..... Submission Date...2-05-2023.....

Chairperson/Program Director:

Signature..... Receipt Date