

## Subject Description Form

<b>Subject Code</b>	COMP3134
<b>Subject Title</b>	Business Intelligence and Customer Relationship Management
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite / Exclusion</b>	
<b>Objectives</b>	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> <li>1. understand the key components of business intelligence and its use for customer behaviour analysis;</li> <li>2. provide the knowledge in CRM / eCRM, people management, process management, customer behaviour and analysis, which are essential for business operations; and</li> <li>3. introduce CRM measurement and business intelligence tools in the market.</li> </ol>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><i>Professional/academic knowledge and skills</i></p> <ol style="list-style-type: none"> <li>(a) understand the key components of business intelligence and concepts of CRM in eCommerce environments;</li> <li>(b) understand how to support decision making and marketing;</li> <li>(c) understand how to apply the latest development in business intelligence / CRM tools;</li> <li>(d) develop skills and CRM-based business strategies;</li> </ol> <p><i>Attributes for all-roundedness</i></p> <ol style="list-style-type: none"> <li>(e) be able to communicate with a range of audiences through cases discussion and project presentation;</li> <li>(f) be able to integrate information from different sources required in solving real-life problems; and</li> <li>(g) build up on team spirit, presentation and technical writing skills.</li> </ol>

<b>Subject Synopsis/ Indicative Syllabus</b>	<b>Topic</b>								
	<b>1. Introduction to Business Intelligence and CRM</b> Applications of business intelligence (BI), overview of BI tools and its key components; CRM process; management issues and measurement; customer values; CRM initiatives and economic impact.								
	<b>2. CRM Strategies Planning</b> Customer strategy; brand strategy; channel strategy.								
	<b>3. Customer Behaviour and Analysis</b> Customer profitability; customer buying values analysis; customer profiling.								
	<b>4. Knowledge-enabled CRM and BI Tools</b> Knowledge management and data warehouse; BI techniques, tools and analysis models; eCRM application development; CRM software packages; integrated CRM solutions.								
<b>5. Marketing Strategies</b> Mobilizing operations; personalisation; customisation; loyalty programs.									
<b>Teaching/ Learning Methodology</b>	<p>This subject emphasises the understanding and designing of CRM strategies with the support of BI. It is intended to equip the student with knowledge and experience on how to design CRM solutions with supporting evidence.</p> <p>The lectures will be used to deliver course material that will be practised/reinforced during the tutorials. Seminars are held for students to discuss in-depth real-life cases related to the subject's topics, to give presentations and write reports.</p>								
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed						
			a	b	c	d	e	f	g
	<b>Continuous Assessment</b>	<b>55%</b>							
	1. Assignments, Tests & Project		✓	✓	✓	✓	✓	✓	✓
	<b>Examination</b>	<b>45%</b>	✓	✓	✓	✓			
	<b>Total</b>	<b>100%</b>							
<b>Student Study Effort Expected</b>	Class contact:								
	▪ Lecture						39 Hrs.		
	▪ Tutorial/Lab						0 Hrs.		

	Other student study effort:	
	▪ Assignments, Tests, Projects, Exam	80 Hrs.
	Total student study effort	119 Hrs.
<b>Reading List and References</b>	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Buttle, Francis and Maklan, Stan, <i>Customer relationship management: concepts and technologies</i>, 4<sup>th</sup> Edition, Routledge, 2019.</li> <li>2. Sharda, R., Delen, D. and Turban, E., <i>Analytics, Data Science, &amp; Artificial Intelligence: Systems for Decision Support</i>, 11<sup>th</sup> Edition, Pearson, 2020.</li> <li>3. Sharda, R., Delen, D. and Turban, E., <i>Business intelligence and analytic: systems for decision support</i>, 10<sup>th</sup> Edition, Pearson, 2015.</li> <li>4. Max Fatouretchi, <i>The Art of CRM: Proven Strategies for Modern Customer Relationship Management</i>, Packt Publishing, 2019.</li> <li>5. Howson, Cindi, <i>Successful Business Intelligence: Unlock the Value of BI &amp; Big Data</i>, 2<sup>nd</sup> Edition, McGraw-Hill, 2013. (e-book in PolyU library)</li> <li>6. Baesens, Bart, <i>Analytics in a Big Data World: The Essential Guide to Data Science and its Applications</i>, Wiley, 2014. (e-book in PolyU library)</li> <li>7. Dietrich, B. L., Plachy, E. C. and Norton, M. F., <i>Analytics Across the Enterprise: How IBM Realizes Business Value from Big Data and Analytics</i>, IBM Press, 2014.</li> <li>8. Sanders, Nada R., <i>Big Data Driven Supply Chain Management: A Framework for Implementing Analytics and Turning Information Into Intelligence</i>, Pearson 2014.</li> <li>9. Troyansky, O., Gibson, T., Leichtwels, C. and Bjork, L., <i>QlikView Your Business</i>, Wiley, 2015.</li> <li>10. Harvard Business Review</li> </ol>	