



UNIVERSITI TEKNOLOGI MARA

CSM552: MANAGING CUSTOMER KNOWLEDGE AND RELATIONSHIP

<b>Course Name (English)</b>	MANAGING CUSTOMER KNOWLEDGE AND RELATIONSHIP <b>APPROVED</b>
<b>Course Code</b>	CSM552
<b>MQF Credit</b>	4
<b>Course Description</b>	<p>This course is designed to provide a framework for establishing customer knowledge in an organization and an overview of the functions of Customer Relationship Management (CRM) in a customer-centric environment. Customer knowledge is created through intense interactions with customers. Better control of customer knowledge allows organizations to develop a deeper insight into its customers. These insights, if properly nurtured and applied, enable employees to improve their relationship with customers, which will eventually improve organizational performance. This course also exposes students to the steps involved in implementing a CRM project through integration of people, processes and infrastructure.</p>
<b>Transferable Skills</b>	Systematically and Inquisitive Adaptable
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Presentation
<b>CLO</b>	<p>CLO1 Evaluate the concepts of customer knowledge management and customer relationship management.</p> <p>CLO2 Demonstrate the concept of customer knowledge management and CRM with its application in retaining long term relationship.</p> <p>CLO3 Compare business processes with CRM strategies towards building customer loyalty and increasing profit.</p>
<b>Pre-Requisite Courses</b>	No course recommendations