

Subject card

Subject name and code	CRM Systems, PG_00177817						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dorota Buchnowska, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	45.0	0.0	0.0	60
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	60		4.0		61.0	125
Subject objectives	Familiarizing students with: - the principles and basic concepts of CRM (Customer Relationship Management) and CEM (Customer Experience Management); - the tasks and functionalities of CRM, CEM, and marketing automation systems; - the development directions of CRM systems.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_W05] The student possesses advanced knowledge and understanding of informatics, statistics, and econometrics techniques and tools used to acquire, process, or visualise data to aid in decision-making and verify research hypotheses.	(1) The student knows and understands the functionalities of CRM systems and other solutions supporting customer relationship management, and explains their significance in the implementation of enterprise strategy. (2) The student knows and understands the benefits of application and the limitations of selected IT solutions in terms of improving customer service. (3) The student knows and understands the development trends of IT systems in the areas of sales, marketing, and customer service.	[SW4] test/exam - oral or written
	[liEMU2_W04] The student possesses a comprehensive understanding of the complex nature of human roles and behaviors in organizations or projects, both at the individual and group levels.	The student knows and understands the specific needs of professionals responsible for customer relationship management in the context of IT solution utilization, and identifies barriers and employee resistance regarding the adoption of these technologies.	[SW2] presentation/project/paper/report
	[liEMU2_U12] The student can adapt, design, create, and operate IT systems that support business entities.	The student is able to customize and create personalized applications supporting customer service processes using low-code platforms.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[liEMU2_U03] The student is able to obtain and verify data from properly selected sources and to collect, process, and visualize it using modern econometrics, informatics or statistics tools.	The student is able to use CRM system functions to acquire, process, and utilize customer data in order to improve quality and increase the efficiency of processes, particularly in the areas of sales, marketing, and customer service.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work

Subject contents	Lectures		
	1.	Principles of CRM and CEM. (<i>lub: Foundations of CRM and CEM</i>)	
	2.	IT tools supporting CRM and CEM.	
	3.	The CRM systems market.	
	4.	Tasks and functionalities of CRM systems.	
	5.	Tasks and functionalities of marketing automation systems.	
	6.	Utilizing business analytics in CRM systems. (<i>lub: The use of Business Intelligence in CRM systems</i>)	
	7.	Applying AI to customer experience (and relationship) management.	
	8.	Development trends in CRM systems.	
	Computer Laboratory Classes		
1.	Core functions of a CRM system: account, contact, and activity management.		
2.	Operating a CRM system across sales, marketing, and post-sales service.		
3.	CRM system customization: managing settings, access permissions, personalization, and creating views, forms, and dashboards.		
4.	Building tailored applications using a low-code/no-code approach: creating tables, forms, and navigation.		
5.	Creating business rules and business processes within CRM systems.		
6.	Building automated workflows and processes in CRM systems, and integration with other IT solutions.		
7.	Integrating CRM with BI.		
8.	Utilizing AI models in CRM systems.		
Prerequisites and co-requisites	Basic knowledge of the main types of management information systems.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	semester project	51.0%	40.0%
	tasks carried out during classes	51.0%	40.0%
	the written test	51.0%	20.0%
Recommended reading	Basic literature	Roger J. Baran, Robert J. Galka, Customer Relationship Management. The Foundation of Contemporary Marketing Strategy, Taylor & Francis, 2016.	
		Materials posted on the Educational Portal.	

	Supplementary literature	Buchnowska D., CRM systems and business analytics, [w:] Wrycza S., Maślankowski J. (eds.), Business Informatics. Theory and Practice, PWN, Warsaw 2019, (chapter 18). Błażewicz G., Marketing Automation. Towards artificial intelligence and hyperpersonalization, PWN, Warsaw 2021. Błażewicz G., Revolution with Marketing Automation. How to use the potential of Big Data, PWN, Warsaw 2016.
	eResources addresses	Basic https://developer.salesforce.com/docs - Salesforce Developers Documentation https://learn.microsoft.com/pl-pl/dynamics365/get-started/ - MS Dynamics 365 Documentation
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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