

General Information:

Module number:	-
Title (dt.):	Kundenbeziehungs- und Prozessmanagement
Title (en.):	Customer Relationship and Business Process Management
Module level:	MSc
Abbreviation:	CRM & WPM
Subtitle:	-
Duration:	One semester
Occurrence - summer/winter:	Winter
Occurrence - regular/irregular:	Regular
Language:	German/English
Credits:	4
Specialization:	
Date:	
Location:	
FIM-exclusivity:	Yes

Workload:

Contact hours:	45
Self-study hours:	75
Total hours:	120

Achievment and assessment methods:

Description of achievment and assessment methods:	The module examination is based on an oral exam of at least 20 min per student. By answering questions in oral form, students have to show their understanding of the core concepts of Customer Relationship and Business Process Management as well as their knowledge of the scientific papers discussed in the lecture. Moreover, students must be able to report on their own insights from applying software tools in the tutorials. In the oral exam, no supportive materials, like presentations slides, lecture notes, etc. will be allowed. The oral examination will typically be for groups of three students at the same time in order for the students to show their ability to use technical terms correctly in an academic discussion.
Type of assessment:	Oral
Duration of assessment (min):	At least 20 min per student, 60 min per group
Assessment retake:	End of semester/next semester

Description:

(Recommended) prerequisites	None.
Content:	Students are engaged in selected core concepts of Customer Relationship Management (e.g., online marketing, social media, user generated content, co-creation of value), Business Process Management (e.g., process industrialization, process discovery, process improvement) as well as boundaryspanning topics spanning (e.g., integration of customers in business processes). The topics may slightly change per semester in line with current research topics.

Intended learning outcomes:

After successful completion of the module, students are familiar with the selected core concepts of Customer Relationship Management and Business Process Management as well as with boundary-spanning topics. Based on the lecture and tutorials, they are able to improve processes with the help of process maturity models and are able to make processes more flexible by the use of information technology. Furthermore, students understand the principles and challenges of process mining based on their own experiences when applying corresponding software tools. Students understand the ever more central role of customers and Customer Relationship Management in an increasingly digital economy. They are able to conceptually design and assess Customer Relationship Management initiatives geared towards online customer engagement, co-creation of value, and social media. Besides these aspects contentwise, due to extensive discussions of scientific papers, students are able to analyse scientific papers, evaluate the content, discuss the content in an academic environment, and develop ideas for further research.

Teaching and learning methods:

The module consists of a lecture with integrated tutorials. The topics of the lecture are presented via slides. In order to have the students deal in more depths with the topics, these are critically discussed in the group on a regular basis. At the same time, selected scientific papers are discussed together with the students. The scientific papers must be prepared by the students for such discussions according to predefined questions. Within the tutorials, the solutions to exercise sheets are developed in close cooperation with the lecturers. The exercise sheets contain mathematical exercises and case studies. Furthermore, software tools, e.g., for process mining are introduced by the lecturers and applied by the students in the context of the case studies.

Media:

Presentation slides, lecture notes, scientific papers, white board, exercise sheets, case studies, software tools

Reading list:

Hippner H, Wilde KD (2011) Grundlagen des CRM - Strategie, Geschäftsprozesse und IT-Unterstützung, 3. Aufl., Gabler Verlag, Wiesbaden
vom Brocke J, Rosemann M (2015) Handbook on Business Process Management 1 + 2, 2. Aufl., Springer, Heidelberg

Responsible for module:

First name:

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Lecturer:

1. Lecturer:

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Lecturer:

2. Lecturer:

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Courses:

1. Course:

Type:	Lecture with integrated tutorials
Name:	Customer Relationship and Business Process Management
Weekly hours per semester:	3

2. Course:

Type:	
Name:	
Weekly hours per semester:	

(Recommended) audience:

1. Program:

Name:	MSc Finance & Information Management (FIM)
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2. Program:

Name:	
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3. Program:

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4. Program:

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5. Program:

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