

Business Administration

Course Number: **BUAD 470**

Course Title: **CUSTOMER RELATIONSHIP MANAGEMENT**

Credits: **3**

Calendar De:

Professors

Todd Gillick <i>(Course Captain)</i>	250-762-5445 ext. 4564	K:C127	tgillick@okanagan.bc.ca
--	----------------------------------	---------------	---

Learning Outcomes

Upon completion of this course students will be able to

- explain the role CRM plays in business decision making.
- define the problems and opportunities surrounding CRM.
- design a research proposal for collection and analysis of customer information.
- apply data-mining techniques to existing customer information databases.
- collect unbiased, reliable and valid data for a CRM research project.
- analyze both quantitative and qualitative data using statistical software.
- summarize major findings from data mining and research.
- make defensible strategic recommendations for CRM based on sound data analysis.
- develop organizational and time management skills required for conducting CRM research.

Course Objectives

This course will cover the following content:

See course schedule

Evaluation Procedure

Course Work (Participation,

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties