



## RTU Course "Customer Relationship Management and Social Network Technologies"

12113 Vadības informācijas tehnoloģijas katedra

### General data

Code	DOP702
Course title	Customer Relationship Management and Social Network Technologies
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Academic
Field of study	Computer Science
Responsible instructor	Jānis Grabis
Volume of the course: parts and credits points	1 part, 4.0 Credit Points, 6.0 ECTS credits
Language of instruction	LV, EN
Possibility of distance learning	Not planned
Abstract	Customer relationship management systems together with social networking enable reaching a large number of customers and potential customers as well as gathering and distributing information using electronic channels. The course explores typical characteristics of customer relationship management systems and social networking applications with emphasis on understanding dynamics interactions within networking systems. Specific features of different social networking technologies and their utilization in business process optimization are also reviewed.
Goals and objectives of the course in terms of competences and skills	To gain insights in dynamics of social networking and exploration of network dynamics in enterprise applications and business process automation.
Structure and tasks of independent studies	In the coursework, students develop a model of their social network, perform qualitative and quantitative analysis of relationships in the network and identify opportunities for application of networking data. During the course, students do their coursework, and submit their coursework report and present the project at the end of the course.
Recommended literature	Paul Greenberg (2009) CRM at the Speed of Light, Fourth Edition; Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers, McGraw-Hill Osborne Media. Mike Snyder, Jim Steger, Brad Bosak, Corey O'Brien (2008) Programming Microsoft Dynamics CRM 4.0, Microsoft Press. Joey Bernal (2009) Web 2.0 and Social Networking for the Enterprise: Guidelines and Examples for Implementation and Management Within Your Organization, IBM Press.
Course prerequisites	Data basis, Enterprise Information Technology Architecture, Applications, and Integration

### Course outline

Theme	Hours
Specialized enterprise applications and their utilization areas	8
Customer relationship management (CRM) systems and automation of CRM processes	8
Deployment of CRM systems	8
Integration of CRM and social networking technologies	8
Information propagation and retrieval in social networks	8
Analysis of interactions in social networks	8
Analysis of interactions between CRM and social networks	8
CRM systems and social networking technologies as application development platform	8

### Learning outcomes and assessment

Learning outcomes	Assessment methods
Ability to automate high frequency business processes	Laboratories and test
Analysis and interpretation of information propagation in social networks	Coursework
Integration of enterprise applications and social networking technologies	Laboratories
Understanding the role of customer relationship management systems in business process optimization	Exam

### Study subject structure

Part	CP	ECTS	Hours per Week			Tests		
			Lectures	Practical	Lab.	Test	Exam	Work
1.	4.0	6.0	2.0	1.0	1.0		*	