Faculty of Arts and Social Sciences
Information Systems

Syllabus

Enterprise Systems II: Customer-oriented Models

Course Code:	ISGB35
Course Title:	Enterprise Systems II: Customer-oriented Models *Affärssystem II: Kundmodeller*
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

Major Field of Study:
IKA (Information Systems)

Course Approval
The syllabus was approved by the Faculty of Arts and Social Sciences 2021-09-13, and is valid from the Spring semester 2022 at Karlstad University.

Prerequisites
Information Systems 1-30 ECTS credits, or Business Administration 1-30 ECTS credits, or equivalent

Learning Outcomes
Upon completion of the course, students should be able to:
1. identify and compare different major customer-oriented development models for business systems and business platforms,
2. identify and compare different major customer relations models supported by CRM systems and AI applications,
3. give an account of the meaning of key concepts relevant to customer-oriented development models and customer relations models supported by CRM systems,
4. give an account of and analyse critical factors for successful development and use of business systems in general and CRM systems in particular,

5. give an account of and analyse created business values based on development and use of business systems in general and CRM systems in particular, and
6. write coherent project reports in terms of content.

Content
The starting point of the course is the continuous influence of digitalisation on value creation logics in business relations and transactions. The course assumes a supplier-customer relations perspective and covers how customer relations are managed.

The course covers the following:
- marketing relations perspectives on business processes and systems use, and the matching rate between processes and systems,
- systems that aim to support the handling of customer relations, CRM, which is a key module in business systems,
- AI applications integrated in different processes and supported by a CRM system, and
- customer loyalty in relation to CRM systems and AI.

Students complete two group projects, including two written project reports. Project work is ongoing throughout the course, and the focus is academic and oriented towards recommendations.

Reading List
See separate document.

Examination
Assessment is based on two project reports completed and presented in groups.
Learning outcomes 1-5 are also assessed based on an individual written take-home exam.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

Grades
One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance
Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate
A course certificate will be provided upon request.

Additional information
The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.