



Faculty of Arts and Social Sciences
Information Systems

Course Reading

Enterprise Systems II: Customer-oriented Models

Valid from 01/17/2022

Course Code: ISGB35

Course Title: Enterprise Systems II: Customer-oriented Models

Credits: 7.5

Degree Level: Undergraduate level

Books

Hedman, J, Nilsson, F & Westelius, A (Red.) (2009). *Temperaturen på affärssystem i Sverige*. Lund: Studentlitteratur

Pennington, A (2017). *The Customer Experience: How to Design, Measure and Improve Customer Experience in Your Business*. Harlow, United Kingdom: Pearson Education
ISBN 9781292148489 (ePub), ISBN 9781292148465 (print)

Misc.

Artikelkompendium

Approved by the Faculty Board of Arts and Social Sciences 02/22/2022