DESCRIPTION OF THE OBJECT

FIELD OF STUDY	**Management**
SPECIALISATION	Business management
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	6

Name of the subject	**Customer value management**	
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies - 18	
• **lectures**	Full-time studies – 10; Part-time studies – 8	
• **other forms**	Full-time studies – 20; Part-time studies - 10	

Learning objectives:	– To provide basic knowledge about the new trend - customer value management – To familiarise students with the issues of customer value management for an enterprise

Learning outcomes for the subject	

Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	demonstrate knowledge of customer value management concepts	K_W07 K_W08	P6S_WG
EK_W02	demonstrate knowledge of the value of enterprises and other institutions, the factors that shape it and the methods of valuation	K_W05	P6S_WG
EK_U03	select and apply appropriate standards, methods and techniques for customer valuation	K_U08	P6S_UW
EK_U04	analyse socio-economic processes and phenomena using selected methods and techniques	K_U03	P6S_UW
EK_K05	is aware of the constant development of knowledge and the need to update it, therefore recognises the necessity of lifelong learning and deepening of knowledge, as well as inspiring and organising the learning process of others	K_K01	P6S_UW

Content number	Educational/ curricular content	Reference to learning outcomes for the subject

	Lectures	
T_01	Concept and types of values	EK_W01 EK_W02 EK_U03 EK_U04 EK_K05
T_02	Selected theories of value	EK_W01 EK_W02 EK_U03 EK_U04 EK_K05
T_03	Theory of marketing value	EK_W01 EK_W02 EK_U03 EK_U04 EK_K05
T_04	Customer satisfaction and loyalty	EK_W01 EK_W02 EK_U03 EK_U04 EK_K05
T_05	Customer as capital	EK_W01 EK_W02 EK_U03 EK_U04 EK_K05

	Exercises	
T_06	Customer valuation methods	EK_W01 EK_W02 EK_U03 EK_U04 EK_U05 EK_K06
T_07	Lifetime value of the customer	EK_W01 EK_W02 EK_U03 EK_U04 EK_U05 EK_K06
T_08	Customer lifecycle management	EK_W01 EK_W02 EK_U03 EK_U04 EK_U05 EK_K06
T_09	Using database capabilities in customer valuation	EK_W01 EK_W02 EK_U03 EK_U04 EK_U05 EK_K06

Methods and forms of teaching	**Educational and curricular content**
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01 – T_05

Problem-based lecture	
Informative lecture	
Discussion	
Working with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	T_06 – T_09
Workshop method	
Project method	
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball" method, constructing „mind maps")	
Other (which ones?) - ...	
…	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	Student is unable to define basic terms in customer value management	Student is able to define basic terms in customer value management	The student is not only able to define basic terms in the field of customer value management but also to demonstrate knowledge of customer value management concepts	The student is not only able to define basic terms in the field of customer value management but also to demonstrate knowledge of the concept of customer value management and to justify its importance for the activities of a commercial enterprise
EK_W02	The student is unable to demonstrate knowledge of the value of enterprises and other institutions	The student is able to demonstrate knowledge of the value of an enterprise and other institutions	The student will not only demonstrate knowledge of the value of the enterprise and other institutions, but also of the factors shaping it	The student will not only demonstrate knowledge of the value of the enterprise and other institutions, but also of the factors shaping it and of valuation methods
EK_U03	The student is not able to choose the right standards for the valuation of the client	The student is able to select appropriate standards for the valuation of the client	The student not only knows how to select and apply the right standards but also knows the methods in the field of customer valuation	The student is not only able to select and apply appropriate standards, but also knows methods and techniques in the field of customer valuation
EK_U04	Students are unable to analyse socio-economic processes using selected methods and techniques.	Students will be able to analyse socio-economic processes using selected methods and techniques.	Students will be able to analyse socio-economic processes and phenomena using selected methods and techniques.	The student is not only able to analyse socio-economic processes and phenomena using selected methods and techniques, but also justifies their significance for a commercial enterprise
EK_U05	The student does not perceive the relationship between the competences of different actors and environments	The student has a basic understanding of the relationship between the competences of different actors and environments	The student duly perceives the relationship between the competences of different actors and	The student fully perceives the relationship between the competences of different actors and environments and their

	and their impact on customer value management	and their impact on customer value management	environments and their impact on customer value management	impact on customer value management
EK_K06	Student is unable to define basic terms in customer value management	Student is able to define basic terms in customer value management	The student is not only able to define basic terms in the field of customer value management but also to demonstrate knowledge of customer value management concepts	The student is not only able to define basic terms in the field of customer value management but also to demonstrate knowledge of the concept of customer value management and to justify its importance for the activities of a commercial enterprise

Verification of learning outcomes	EK symbols for the module/subject					
	W01	W02	U03	U04	U05	K06
Written examination						
Oral examination						
Written credit	X	X	X	X	X	X
Oral credit						
Written colloquium						
Oral colloquium						
Test						
Project						
Written work						
Report						
Multimedia presentation						
Work during exercise	X	X	X	X	X	X
Other (which?) -						

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
Total 1+2+3	**30**	**18**
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	**20**	**32**
SUMMARY 1+2+3+4+5	**50**	**50**
Total ECTS credits according to the study plan	**2**	

Reference literature	1. P. Doyle, Marketing wartości, Felberg, Warszawa 2003

	2. K. Rogoziński, Zarządzanie wartością z klientem, Oficyna (Wolter Kluwer Business), Warszawa 2012
	3. V. Kumar, Zarządzanie wartością klienta, PWN, Warszawa 2010
	4. B. Dobiegała-Korona, T. Doligalski (red.), Zarządzanie wartością klienta. Pomiar i strategie. Poltext, Warszawa 2010
Complementary literature	1. Blattberg R., Getz G., Thomas J, Klient jako kapitał, Budowanie cennego majątku relacji z klientem i zarządzanie nim, MT Biznes, Czarnów 2004