

1. OVERVIEW

Subject Area	CRM Tools
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	Fourth
ECTS	6
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Term	Two (8th)
Academic Year	2025-26
Coordinating professor	Juan Pablo Rubio

2. INTRODUCTION

One of the fundamental cornerstones of modern-day business models is the absolute dedication to customer orientation, or customer relationship management (CRM). According to this approach, the customer is considered to be the focal point of a business around which all functional departments are required to coalesce. Most large corporations employ software tools to implement CRM-centric models. The subject of CRM Tools will combine a theoretical understanding of the CRM approach, the CRM ecosystem and the interfaces between various systems and functional departments, on the one hand, and the corresponding implementing tools, on the other. As the subject ultimately teaches students how some of the most common tools are used, their theoretical knowledge will be complemented by practical exercises.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB2 - Students will be able to apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB5 - Students will develop the learning capacity required to undertake subsequent study with a high degree of autonomy.

Cross-curricular skills (CT, by the acronym in Spanish):

- CT2 - Independent learning: skills for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt.

- CT5 - Analysis and problem-solving: be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations.

Specific skills (CE, by the acronym in Spanish):

- CE06 - Ability to identify and understand the marketing and sales departments of a business, implement various tools at hand to manage those departments, and recognise the primary methods they use to liaise with other departments.
- CE13 - Ability to understand and analyse consumer behaviour: assess and predict behaviours and trends in the various audiences into which consumers are classified in relation to a certain product or service, both geographically and culturally, or in terms of population segments.
- CE20 - Ability to develop a strategy for the purpose of studying business variables and indicators.
- CE22 - Ability to select and apply the most suitable analytical tools in view of the specific situation facing a business
- CE29 - Ability to ask the right questions in relation to the anticipated objective of knowledge, with a view to formulating and adding suitable "queries" to the data storage system.
- CE33 - Ability to draw on the necessary technical expertise to effectively operate computer tools.

Learning outcomes (RA, by the acronym in Spanish):

- **RA1:** Ability to successfully operate a customer management tool as part of the CRM approach.
- **RA2:** In-depth knowledge of the tool for administration purposes.
- **RA3:** Preparation to receive official certification for the selected CRM tool.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CB5, CT2, CT5, CE7, CE13, CE20, CE22, CE29, CE33	RA1, RA2, RA3

4. CONTENTS

- The CRM Ecosystem.
- Introduction to CRM Tools.
- Administering a CRM Tool.
- Knowledge of the Proprietary Programming Language.
- Preparation for Selected Tool Accreditation.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture/online conference
- Learning based on workshop teaching

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Learning activity	Number of hours
Tutorials	10
Lectures	20
Asynchronous lectures	10
Case study analysis	10
Written reports and essays	10
Independent assignment	50
Workshop and/or laboratory assignments	36
Knowledge tests	4
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
Oral presentations	30-80%
Laboratory work	30-60%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1. Ordinary exam period

To pass in the ordinary exam period, the weighted average grade of all activities listed in the table (or those indicated by the professor) must be 5 out of 10 or higher, and you must obtain a grade of 5 out of 10 or higher in the knowledge test.

Additionally, to be evaluated, attendance (on campus mode) must be greater than 50%. The university/faculty's policy on plagiarism will be followed, and plagiarism will not be accepted under any circumstances.

To pass the course in the ordinary examination period you must obtain a grade of 5 or more out of 10 in the final grade (weighted average) for the subject area.

7.2. Extraordinary exam period (resits)

To pass in the extraordinary exam period, you must submit the activities indicated by the professor, with a weighted average grade of 5 out of 10 or higher, and obtain a grade of 5 out of 10 or higher in the knowledge test.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date
Activity 1	Week 8
Activity 2	Week 17

The timeline may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

We recommend that you consult the resources below:

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.