SYLLABUS

1. Information regarding the program

1.1 Higher education institution	**UNIVERSITY OF ORADEA**
1.2 Faculty	**FACULTY OF ECONOMIC SCIENCES**
1.3 Department	**DEPARTMENT OF ECONOMICS AND BUSINESS**
1.4 Field of study	**BUSINESS ADMINISTRATION**
1.5 Cycle of study	**CYCLE I - BACHELOR**
1.6 Program of study /Degree	**BUSINESS ADMINISTRATION/ BACHELOR'S DEGREE**

2. Information regarding the discipline

2.1 Name of discipline			Customer Relationship Management				
2.2 Course titleholder			Associate Prof. Ramona Marinela SIMUȚ, PhD				
2.3 Seminar titleholder			Associate Prof. Ramona Marinela SIMUȚ, PhD				
2.4 Year of study	III	2.5 Semester	2	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					20 hours
Studying the workbook, course book, bibliography and notes					12 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					4 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					4 hours
Tutorship					2 hours
Assessment activities					2 hours
Other activities.....					

3.7 Total hours of individual study	**44**
3.9 Total hours/semester	**100**
3.10 Number of credits	**4**

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard
5.2. concerning the seminar/laboratory activities	Whiteboard

6.1. Specific skills acquired

Professional skills	C1.3Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization C1.4Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organization C2.4 Critical –constructive assessing and/or resolving of an issue concerning the operation of the firm/organization C3.4 Critical –constructive assessing and/or resolving of an issue concerning the operation and administration of a subdivision of the firm/organization C5.4 Critical-constructive evaluation of the instruments for data analysis
Transversal Skills	

6.2. Learning outcomes

Knowledge	The student/graduate explains the economic dimensions, structures, dynamics and performance of industries in the sectors of trade and market services and tourism for the consumer, the demography and typology of enterprises, the phenomena specific to the phases of the enterprise life cycle in the respective sectors.
Competences	The student/graduate chooses methods for managing relationships with customers and suppliers.
Responsibility and autonomy	The student/graduate demonstrates the ability to develop new business models and/or technological solutions in the areas of goods distribution and consumer services, including tourism.

6.3. Objectives of discipline (resulting from the grid of specific skills acquired)

6.3.1 General objective of discipline	- the course provides a comprehensive and balanced review of Customer Relationship Management. - explains what CRM is, the benefits it delivers, the contexts in which it is used, the technologies that are deployed, and how it can be implemented
6.3.2. Specific objectives	

7. Contents

7.1 Course (C)	**Teaching methods**	**Observations**
7.1.1. The service economy overview	Lecture, problem-solving, debate, deduction, illustration	2 hours
7.1.2. Introduction to CRM		2 hours
7.1.3. Companies centred on customers		2 hours
7.1.4. Customer lifecycle management		2 hours
7.1.5. The customer profile		2 hours
7.1.6. Managing the customer's profile		2 hours
7.1.7. Customer relationship management and customer experience		2 hours
7.1.8. Creating value for customers		2 hours
7.1.9. CRM strategies		2 hours
7.1.10. Tools for customer information		2 hours
7.1.11. Managing and sharing customer data		2 hours
7.1.12. Managing supplier and partner relationships		2 hours
7.1.13. Managing investor and employee relationship		2 hours
7.1.14. Sales force		2 hours

Bibliography

1. Pop, D., Simut, R., & Bac, D. (2024). *Understanding Digital Entrepreneurship: A Theoretical Perspective*. The Annals of the University of Oradea. Economic Sciences, 33(1), 148–154. https://doi.org/10.47535/1991auoes33(1)017
2. Bădulescu, D., Simut, R., Bodog, S.-A., Bădulescu, A., Simut, C., & Zapodeanu, D. (2025). *Shaping AI-*

related competencies for labor market and business. A PLS-SEM approach. International Journal of Computers Communications & Control, 20(1), Article 6894. https://doi.org/10.15837/ijccc.2025.1.689
3. Reinartz, W.J. (2026), *Customer Relationship Management: Past, Present, and Future*, International Journal of Research in Marketing, 43(1), 8–27.
4. Gołąb-Andrzejak, E. (2024), *AI-powered Customer Relationship Management – GenerativeAI-based CRM – Einstein GPT, Sugar CRM, and MS Dynamics 365*, Procedia Computer Science, 246, 1790–1799. 10.1016/j.procs.2024.09.683
5. Yoo, J.W., Park, J., Park, H. (2024), *The impact of AI-enabled CRM systems on organizational competitive advantage: A mixed-method approach using BERTopic and PLS-SEM*, Heliyon, 10(16), e36392.

7.2 Seminar (S)	**Teaching methods**	**Observations**
7.2.1. Introductory seminar	Questioning, debate, deduction, applications, examples	2 hours
7.2.2. CRM success factors		2 hours
7.2.3. The three levels of sales and services		4 hours
7.2.4. CRM and the IT solutions		4 hours
7.2.5. CRM tools and software		2 hours
7.2.6. CRM and analytics		2 hours
7.2.7. Ethics and CRM		4 hours
7.2.8. The role and importance of networking		4 hours
7.2.9. The SFA ecosystem		4 hours

Bibliography

1. Pop, D., Simut, R., & Bac, D. (2024). *Understanding Digital Entrepreneurship: A Theoretical Perspective*. The Annals of the University of Oradea. Economic Sciences, 33(1), 148–154. https://doi.org/10.47535/1991auoes33(1)017
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8. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

The contents of the course are adapted according to the requirements of business in several fields. Also, the course contains an overview of sustainable development and how it is linked to businesses.

9. Use of generative AI-based tools

The use of AI is not permitted during the assessment of courses activities (the written examination).
During seminars, the use of generative AI tools is permitted for text rephrasing, editing, or revision. Commonly used tools include, but are not limited to, ChatGPT, Google Gemini, and Copilot for text writing and editing, and MidJourney for image generation. For each assignment/project (WORD and PPT), every student is required to include a separate declaration, in accordance with the model provided in Annex 2 of the Regulation on the Use of Generative Artificial Intelligence in Teaching and Scientific Activities of the Faculty of Economic Sciences, University of Oradea. The declaration must specify the AI tool used, the specific way in which it was used, and the section of the assignment/project where it was applied. The declaration must be inserted at the beginning of the respective assignment/project (WORD and PPT).

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge and understanding the content of lectures.	3 theoretical subjects from the material covered during the semester	50%

10.5 Seminar (S)	Creating a business model	Written project Project presentation	25% 25%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard • Knowledge and understanding of content to the essential ideas. • Solving at least half of the subjects included in the written exam.			

Date	**Course titleholder:**	**Seminar titleholder:**
17.09.2026	Associate Prof. **Ramona Marinela SIMUȚ, PhD** E-mail address: rsimut@uoradea.ro	Associate Prof. **Ramona Marinela SIMUȚ, PhD** E-mail address: rsimut@uoradea.ro

Director of Department,
Prof. Univ. Phd. Habil. Dorin BÂC

Date of approval in the Department:

24.09.2026

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Date of approval in The Council of the Faculty of Economic Sciences:

28.09.2026

Dean,
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