

Valid from 2025.FS

Module description: Customer Experience Management	
Module Code	w.MA.XX.CEM.22HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	<p>The financial market is developing from a sellers' into a buyers' market. "The customer is king" is, therefore, the guiding principle of most corporate strategies. To live up to this claim, the customer journey must be designed to the customer's complete satisfaction. However, this journey is as individual and diverse as the people themselves. For the customer journey to be implemented successfully, the customer's experience must, therefore, be understood holistically. The fundamental goal of this module is for students not only to be aware of customer experiences and behavior but to understand and explain these. Students learn to develop recommendations for influencing consumer behavior and to answer the underlying questions of "why?" and "how?". To examine the customer holistically, the module makes use of theories from various disciplines such as psychology, sociology, and economics.</p>
Organizational Unit	Institut für Wealth & Asset Management
Module Coordinator	Holger Hohgardt
Deputy Module Coordinator	Selina Lehner
Program and Specialization	<ul style="list-style-type: none"> Banking and Finance
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012
Module Category	Module Type Compulsory
Prerequisite Knowledge	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> Knowing and Understanding Content of Theoretical and Practical Relevance Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change

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Module Learning Objectives	Students... <ul style="list-style-type: none">• learn to understand the customer holistically.• become familiar with the concept of the customer journey.• learn to understand customers better in terms of their emotions, motivations, and attitudes.• become familiar with the influence that culture has on customer behavior.• are able to create their own customer journey.																																	
Module Content	• Customer experience																																	
Links to other modules	This module is linked to the following modules:																																	
Digital Learning Resources	• Teaching Materials																																	
Methods of Instruction	<ul style="list-style-type: none">• Exercises• Interactive Instruction• Case Studies• Problem-Oriented Teaching• Project Work• Lecture		Social Settings Used: <ul style="list-style-type: none">• Pair Work• Group Work• Individual Work																															
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>28 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Project Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>28 h</td><td>0 h</td><td colspan="2">62 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	28 h	-			Excercise	-	-			Project Work	-	-			Seminar	-	-			Total	28 h	0 h	62 h	
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Exercises during lectures	Pass/Fail	Andere	0	0.00																														
Classroom Attendance Requirement	None Attendance is required for the presentation of the case study. Otherwise, attendance is highly recommended. In addition, students work on tasks before or in class that must be uploaded to Moodle in a timely manner (pass/fail requirement).																																	
Compulsory Reading	• A list of compulsory readings will be published on Moodle for each lecture.																																	
Recommended Reading	<ul style="list-style-type: none">• Verhoef, P. & Lemon, K. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. Journal of Retailing, 85 pp. 31-41. ISBN 1111.• Lemon, K. & Verhoef, P. (2016). Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 80 pp. 69-96. ISBN 1111.• Solomon, M., Bamossy, G. & Hogg, M. (2006). Consumer Behaviour - A European Perspective. 3rd edition. Essex, England: Pearson Education. ISBN 978-0273-68752-2. ISBN 1111.• Vargo, S. & Lusch, R. (2004). Evolving to a New Dominant Logic for Marketing. Journal of Marketing, 68 pp. 1-17. ISBN 1111.• Klaus, P. (2015). Measuring Customer Experience. 1st edition. Hampshire, England: Palgrave Macmillan. ISBN 978-1-137-37545-2. ISBN 1111.																																	
Comments	The module is taught in English. The exam language is English.																																	