Valid from 2026.FS

Module description: Customer Experience Management

Module Code	w.MA.XX.CEM.22HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	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 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.
Organizational Unit	Institut für Wealth & Asset Management
Module Coordinator	Holger Hohgardt
Deputy Module Coordinator	Selina Lehner
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
Contribution to Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Learning Objectives	**Professional Competence** • 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 **Methodological Competence** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives

Students...
- 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

Digital Learning Resources

- Teaching Materials

Methods of Instruction

- Exercises
- Project Work
- Lecture
- Problem-Oriented Teaching
- Case Studies
- Interactive Instruction

Social Settings Used:
- Pair Work
- Individual Work
- Group Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	**28 h**	**0 h**	**62 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
Written exam	open book	60	80.00%
Permitted Resources	Free choice calculator	With dictionary	

	Assessment	Format	Length (min.)	Weighting
Case study with presentation	Grade	Group work	0	20.00%
Exercises during lectures	Pass/Fail	Others	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

- Lemon, K. & Verhoef, P. (2016). Unterstanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 80 pp. 69-96. ISBN 1111.
- Verhoef, P. & Lemon, K. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. Journal of Retailing, 85 pp. 31-41. ISBN 1111.
- Klaus, P. (2015). Measuring Customer Experience. 1st edition. Hampshire, England: Palgrave Macmillan. ISBN 978-1-137-37545-2. 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.

Comments

The module is taught in English. The exam language is English.