



MASTER IN BUSINESS ADMINISTRATION

C O U R S E S Y L L A B U S

CUSTOMER EXPERIENCE MANAGEMENT

Course Code: CEM
Faculty : Prof. Tomas B. Lopez
Class: 16-Month MBA – Batch 1

Course Objectives:

As the world entered the 21st Century, rules of the traditional marketing game have been rewritten. The value propositions of goods have moved from tangible features to intangible benefits – from food to fast food. Likewise, services, once differentiated from goods by their intangibility are being bundled with tangible elements.

The result is that all offers in the market place are either servitized products or productized services. The value generator of both is really in the unique customer experience – in the way the product of service is -inged. Customer satisfaction in the automobile market is determined by his experience in buying the car, in the dealer servicing the car, and in the customer using the car. The car itself, its engineering quality, etc., while important, ceases to be the only determinant in customer satisfaction.

The course will explore how successful companies in the new millennium are exploiting this new value proposition and how they leverage their people (organization), their value chains and various emerging technologies to deliver a delightful product plus experience.

Learning Methodology and Approaches Used

Case Method and lecture/discussion

Evaluation and Feedback System

Class participation 100%, Validating Oral Exam

Course Outline:

Session No.	Case
Sessions 1 – 2:	Lecture: In Search of Deep, Meaningful Experience Case: Cirque du Soleil
Session 3:	Case: First Direct: Branchless Banking
Sessions 4 - 5:	Cases: 1. Seven-Eleven Japan: Venturing into e-Tailing 2. Hair-Works
Session 6:	Case: Beyond Products: Services-Based Strategy
Session 7:	Case: Eli Lilly and Company: Innovation in Diabetes Care
Session 8:	Case: Calyx and Corolla
Session 9:	Case: Starbucks
Session 10:	Case: Baybank Systems, Inc.
Sessions 11 - 12:	Lecture Experience Architecture Case: The 911 Emergency Number in New York (A)
Session 13:	Case: British Airways: First Class Chinaware and Seamless Service
Sessions 14 – 15:	Case: The Aravind Eye Hospital, Madurai, India: In Service for Sight Lecture: Sustaining Experience Innovation
Session 16:	Videocase Tampopo

Session No.	Case
Session 17:	Case: WebMD (A)
Session 18:	Case: Innovation at Progressive (A): Pay-As-You-Go Insurance
Session 19:	Case Commerce Bank
Sessions 20 - 21:	ORAL EXAMS