



Please note that this is not your admissions letter.

## Welcome to University of Gävle and the Course International Business Strategy, 7,5 cr!

This course is half time between weeks 36-45. I, Aihie Osarenkhoe, am your course coordinator. Contact me on e-mail first [aihie.osarenkhoe@hig](mailto:aihie.osarenkhoe@hig) if you have any questions about this course.

### Syllabus and Schedule

[Syllabus with course literature](#)

[Course schedule](#)

### Get Started with Your Studies!

To get started with your studies please follow these three steps. More information at [hig.se/newstudent](http://hig.se/newstudent)

- 1 Collect Your Caomputer Account**

You can collect your computer account at [webkonto.student.hig.se](http://webkonto.student.hig.se) two week before the semester starts. Your computer account consists of a username and a password and gives you access to the University web services.
- 2 Register in the Student Portal**

You must be registered on the course to attend lectures and to sit exams. You will lose your place on the course if you do not register in time. Please register for your course in the Student Portal at [studentportal.hig.se](http://studentportal.hig.se)

Period for self-registration in the Student Portal: 2016-09-29—2016-09-04

Are you conditionally admitted? [This is what applies to you](#)
- 3 Log in to Blackboard**

The Blackboard platform is a web-based learning management system where you find your course material. The day after you registered in the Student Portal you can access your course in Blackboard. Log in via the Student Portal.

Course	Customer Relationship Management 7,5 credits
Course code	FEA210
Application Code	11149
Faculty	Faculty of Business and Economic Studies
Faculty secretary	Eva Persson
Contact Information	<a href="mailto:kurs-ae@hig.se">kurs-ae@hig.se</a>

### Dear course participants!

I am the course leader for Customer Relationship Management. It is my pleasure to know that you have chosen to read Customer Relationship Management. Registration, roll call and the first lecture is scheduled to take place on the **7<sup>th</sup> of September 2016 at 10.00-15.00** (Swedish time).

Although, it is not compulsory to participate in all the lectures if you choose to do so, it is very important to participate in the following meetings: 1) Lectures to be delivered by the guest speakers on the 15<sup>th</sup> & 19<sup>th</sup> of September 2016; 2) Article seminar of 21<sup>st</sup> of September 2016; 3) Term Paper Seminar of 31<sup>st</sup> of October 2016. Please create time to participate in the above named meetings.

I STRONGLY advise you to buy the main course literature, **Donaldson, B. & O'Toole, T. (2007), Strategic Market Relationship, John Wiley & Sons, Ltd Chichester, England**, as soon as possible. Please, you are expected to buy the latest edition of the course literature (ISBN 978-0-470-02880-3).

It is difficult to pass this course if course participant does read the course literature. **Written examination, based on the course literature, will take place on the 4<sup>th</sup> of November 2016. The Written examination will include the following chapters: 1, 2, 3, 4, 6, 7, 8, 9, 10 & 12**

Please register on the Blackboard as soon as possible. More instructions on how to register on Blackboard is available on the official homepage of the university. Blackboard is the official communication and education platform in our courses.

**MAIN COURSE LITERATURE:** Donaldson, B. & O'Toole, T. (2007), Strategic Market Relationship, John Wiley & Sons, Ltd Chichester, England, Approx. 300 pages. ISBN 978-0-470-02880-3.

**FURTHER READING: Collection of scientific articles will be available first day of class or via University of Gävle Library databases)**

**Good luck!**

**Professor Aihie Osarenkhoe (aihie.osarenkhoe@hig.se)  
Jonas Molin (jonas.molin@hig.se)**

### Registration for Written Exams

Registration for exams as well as retakes via KronoX is mandatory. You can register no earlier than five weeks before and no later than ten days before the exam. Please note that no post-registrations will be accepted. If you are a distant education student and are unable to sit the exam at campus you can apply to sit the exam at another location. Applications must be submitted no later than three weeks prior to the exam. Contact your faculty for more information.

### Course Evaluation

After completion of your course a web-based course evaluation questionnaire will be sent to your HiG e-mail address. Your answers in the course evaluation are very valuable and your comments will help us to improve and to develop the course for the next implementation. All students registered on the course will receive a course evaluation report where all answers are compiled.