

PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Customer Relationship Management
COURSE CODE	04MB0355
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

- * Avail the understanding of the concept of CRM and its importance in marketing functions.
- * Gaining the conceptual & practical know-how of the system and tools used in contemporary CRM practices.
- * Understand the CRM planning process and the scope of the same.
- * Have a comprehensive idea about the various automation systems used in CRM.
- * Aligning the CRM to the business strategy and plan as well as implement the CRM strategies.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	CRM concepts – Acquiring customers, – Customer loyalty and optimizing customer relationships – CRM defined – success factors, the three levels of Service/ Sales Profiling – Service Level Agreements (SLAs), creating and managing effective SLAs. case study	8
II	CRM in Marketing – One-to-one Relationship Marketing – Cross-Selling & Up-Selling – Customer Retention, Behaviour Prediction – Customer Profitability & Value Modeling, – Channel Optimization – Event-based marketing. – CRM and Customer Service – The Call Centre, Call Scripting – Customer Satisfaction Measurement. case study	8
III	SalesForce Automation – Sales Process, Activity, Contact- Lead, and Knowledge Management – Field Force Automation. – CRM links in e-Business – E-Commerce and Customer Relationships on the Internet – Enterprise Resource Planning (ERP), – Supply Chain Management (SCM), – Supplier Relationship Management (SRM), – Partner Relationship Management (PRM). case study	8
IV	Analytical CRM – Managing and sharing customer data – Customer information databases – Ethics and legalities of data use – Data Warehousing and Data Mining concepts – Data analysis – Market Basket Analysis (MBA), Clickstream Analysis, Personalization, and Collaborative Filtering. case study	8
V	CRM Implementation – Defining success factors – Preparing business plan requirements, justification, and processes. – Choosing CRM tools – Defining functionalities – Homegrown versus out-sourced approaches – Managing customer relationships – conflict, complacency, Resetting the CRM strategy. Selling CRM internally – CRM development Team – Scoping and prioritizing -Development and delivery – Measurement. case study	10

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignment/ Presentations/ Quizzes/ Class Participations/ etc.)	20% (CEC)
B	Internal Assessment	30% (IA)
C	End Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Alokkumar Rai	CRM CONCEPT & CASES	Prentice Hall of India Private Limited	Latest
T-02	Francis Buttle, Stan Maklan	Customer Relationship Management: Concepts & Technology	Routledge	Latest

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Brand H Schmitt	CUSTOMER EXPERIENCE MANAGEMENT: A Revolutionary Approach To Connecting With Your Customers.	Jhon Willy & Sons	Edition is old but relevant