

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
(Under Choice Based Credit Scheme)
Semester: IV
Syllabus with Effect From:

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|---|-----------------------|
| Paper Code: UM04CBBA07 | Total Credit:3 |
| Title Of Paper: Customer Relationship Management | |

| Unit | Description in detail | Weighting (%) |
|------|--|---------------|
| I | Conceptual Foundation Concept, Definition, Benefits, Objectives, Significance of CRM, Relationship between CRM and technology, Evolution of CRM, Customer Life Cycle value | 25 % |
| II | CRM Strategy Strategic Perspective on CRM, Creating CRM Culture, Building Blocks of CRM, CRM Strategies | 25% |
| III | CRM in Marketing Importance of CRM in Marketing, Types in CRM, Marketing Initiatives of CRM | 25% |
| IV | E- Customer Relationship Management E-CRM, Different Levels of E-CRM, Evolution of E-CRM, Difference between CRM and E-CRM, E-CRM Tools | 25% |

Basic Text & Reference Books:-

- CRM Customer Relationship Management By, Dr. K GovindaBhat, Himalaya Publishing House
- CRM-At the speed of Light by Paul Greenbeng ,TataMcGraw Hill
- E-CRM by M.P.Jaiswal and Anjali Kausik, Asian Book Pvt.Ltd.
- Customer Relationship Management – Emerging Concepts, Tools andApplications by Jagdish Seth, AtulParvatiyar and G.Shainesh

