

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect from: November/December-2019

Title of Paper: Customer Relationship Management

Paper Code: UM04DBBA23

Total Credit: 3

Unit	Description in detail	Weighting (%)
1	Conceptual Foundation Concept of Customer Relationship Management, Benefits of CRM, Objectives of CRM, Significance of CRM, Relationship between CRM and technology, Evolution of CRM, Customer Life Cycle value	25 %
2	CRM Strategy Strategic Perspective on CRM, Creating CRM Culture, Building Blocks of CRM, CRM Strategies	25 %
3	CRM in Marketing Importance of CRM in Marketing, Types in CRM, Marketing Initiatives of CRM	25 %
4	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