



Bachelor of Business Administration  
B.B.A Semester-III

Course Code	UM04DBBA73	Title of the Course	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>
Total Credits of the Course	03	Hours per Week	03

<b>Course Objectives:</b>	<ul style="list-style-type: none"><li>• To give insight about customer relationship management.</li><li>• To outline key CRM concepts and its application to different markets.</li><li>• To analyse and examine the implementation of CRM concepts and strategy to firms.</li><li>• Attainment of organisational goals using CRM techniques.</li></ul>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage*(%)</b>
1.	Conceptual Foundation <ul style="list-style-type: none"><li>• Concept of Customer Relationship Management,</li><li>• Benefits of CRM,</li><li>• Objectives of CRM,</li><li>• Significance of CRM,</li><li>• Relationship between CRM and technology,</li><li>• Evolution of CRM,</li><li>• Customer Life Cycle value</li></ul>	25%
2.	CRM Strategy <ul style="list-style-type: none"><li>• Strategic Perspective on CRM,</li><li>• Creating CRM Culture,</li><li>• Building Blocks of CRM,</li><li>• CRM Strategies</li></ul>	25%
3.	CRM in Marketing <ul style="list-style-type: none"><li>• Importance of CRM in Marketing,</li><li>• Types in CRM,</li><li>• Marketing Initiatives of CRM</li></ul>	25%
4.	E- Customer Relationship Management E-CRM <ul style="list-style-type: none"><li>• Different Levels of E-CRM,</li><li>• Evolution of E-CRM,</li><li>• Difference between CRM and E-CRM,</li><li>• E-CRM Tools</li></ul>	25%





Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Identify the scope and significance of Customer relationships in business.
2.	Examine CRM concepts and phenomenon to current business events in the industry
3.	Coordinate the various CRM variables and apply them for designing marketing strategy for business firms

Suggested References:	
Sr. No.	References
1.	CRM Customer Relationship Management By, Dr. K GovindaBhat, Himalaya Publishing House
2.	CRM-At the speed of Light by Paul Greenbeng ,TataMcGraw Hill
3.	E-CRM by M.P.Jaiswal and Anjali Kausik, Asian Book Pvt.Ltd.
4.	Customer Relationship Management – Emerging Concepts, Tools andApplications by Jagdish Seth, AtulParvatiyar and G.Shainesh

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