

SVKM's Narsee Monjee College of Commerce & Economics (Autonomous)
Dept of Commerce

Program: Bachelor of Commerce / Bachelor of Commerce Honours				Semester : II	
Course : Customer Relationship Management Academic Year: 2023-2024 Batch: 2023-26 / 2023-27				Code:	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20	30
Internal Component					
Class Test			Projects / Assignments		Class Participation
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Learning Objectives: <ul style="list-style-type: none">To highlight the role of relationship management in the success of entrepreneurial ventureIt aims to orient learners towards the practical aspects and techniques of CRM.To developing basic skills and understanding of nuisances of Ad making.To motivate learners to research further on the various areas under Customer Relationship Management.					
Learning Outcomes: <p>After completion of the course, students would be able to:</p> <ul style="list-style-type: none">Correlate the CRM link with the different aspects of business functions.Impart the knowledge of the Role of CRM in competitive business environment.Comprehend different CRM models in manufacturing & service industryAnalyze the different challenges in implementing CRM					
Pedagogy: <ol style="list-style-type: none">Case studies on the relevant themes of CRM to promote critical thinking.Role-plays, management games, group assignments to enable learners to work together in a social environment.Discussion and Debates on CRM Strategy followed at corporate level.Flipped Classroom approach to enhance learner engagement.Videos and Picture Presentations					

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Detailed Syllabus: (per session plan)
Session Outline For: Customer Relationship Management
Each lecture session would be of one hour duration (30 sessions)

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration (hrs)
I	<p>Customer Relationship Management: Concept (10 lectures)</p> <p>1.1 An Introduction to CRM: Definition of CRM Evolution of CRM , Types of CRM , Emergence of CRM , CRM Process , Purpose & Benefits from CRM applications in organization , Software application in CRM market.</p> <p>1.2 Integration of CRM in Organization: Customer Centric Approach: Challenges and Best practices, Integration a necessity in CRM, Factors responsible for integration in CRM.</p>	PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.	10
II	<p>CRM Process & Analytical CRM (10 lectures)</p> <p>2.1 CRM Process: Objectives of CRM process, CRM as a process, Cost Benefit Analysis of CRM, 4 C's of CRM process, CRM Cycle, CRM Process in Marketing and Service Organization.</p> <p>2.2 Analytical CRM : Introduction to Database Management , Levels of Data Abstraction , Categorization of Database , Database application in industry , Data Warehousing , Integrating Data with Data Warehousing</p>	PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.	10
III	<p>CRM : Technology & Implementation (10 lectures)</p> <p>3.1 Technological Developments in CRM: e-CRM concept, e-CRM advantages, e-CRM technologies, application of e-CRM. Difference between CRM & e-CRM, CRM software, Salesforce Automation & Mobile CRM.</p> <p>3.2 CRM Implementation: Customer Interface & Components of CRM , Need for Implementing CRM , Framework for Implementing CRM, Upcoming Technologies in CRM</p>	News Article, Case studies, Group discussions, Classroom Activity, Videos, Visualization sessions.	10

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	implementation , Choosing the right CRM vendor , Operational Issues in Implementing CRM	Case studies, Debate	
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Reference Books:

Title	Author(s)	Publisher
Customer Relationship Management	N H Mullick	Oxford University Press
“Customer Relationship Management”, Emerging Concepts, Tools and Application”,	Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh,	TMH.
“Customer Relationship Management”,	Ken Burnett, the Handbook of Key	Pearson Education.
CRM N H Mullick Oxford University Press		
Supplements of MAGAZINES / News Paper: MINT , TOI , DEDICATED MAGAZINES ON MARKETING , CUSTOMER SERVICE & Relationship management		

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SEMESTER END ASSESSMENT: 30 MARKS

DURATION: 1 HOUR

Question Paper Pattern (Semester –end Examination)
Customer Relationship Management

All questions are compulsory

Q. No.	Particulars	Marks
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8
Q.3.	A) Answer in brief OR B) Answer in brief	8
Q.4.	Read the following Case Study and answer the questions that follow.	6

Details of Internal Continuous Assessment (ICA) - (20 Marks)

Test Marks: 10 (2 tests of 10 marks each - average of both will be considered)

Assignment Marks: 10

There would be two components for Internal Assessment, namely 10 marks Assignment to be conducted and marked by respective teacher within classroom individually and 2 test of 10 marks each to be conducted as per schedule of EEC.

(Online/offline as per the decision of the authorities).