

**SVKM's Narsee Monjee College of Commerce & Economics**

<b>Program: B.Com.</b>				<b>Semester : II</b>	
<b>Course : Customer Relationship Management</b> <b>Academic Year: 2024-2025</b> <b>Batch:</b>				<b>Code:</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lectures</b>	<b>Practicals</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
<b>30</b>	<b>Nil</b>	<b>Nil</b>	<b>02</b>	20	30
<b>Internal Component</b>					
<b>Class Test (Duration 20 Mins)</b>			<b>Projects / Assignments</b>		<b>Class Participation</b>
10			10		-
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>• To highlight the role of relationship management in the success of entrepreneurial venture</li> <li>• To orient learners towards the practical aspects &amp; techniques of CRM.</li> <li>• To develop basic understanding of analytical CRM &amp; its implementation.</li> <li>• To motivate learners to research further on the various areas under Customer Relationship Management.</li> </ul>					
<b>Learning Outcomes:</b>					
<p>After completion of the course, students would be able to:</p> <ul style="list-style-type: none"> <li>• Correlate the CRM link with the different aspects of business functions.</li> <li>• Understand the role of CRM in a competitive business environment.</li> <li>• Comprehend different CRM models in manufacturing &amp; service industry</li> <li>• Analyze the different challenges in implementing CRM</li> </ul>					
<b>Pedagogy:</b>					
<ol style="list-style-type: none"> <li>1. Case studies on the relevant themes of CRM to promote critical thinking.</li> <li>2. Role-plays, management games, group assignments to enable learners to work together in a social environment.</li> <li>3. Research Paper based on the modules in syllabus.</li> <li>4. Discussion and Debates on CRM Strategy followed at corporate level.</li> <li>5. Flipped Classroom approach to enhance learner engagement.</li> <li>6. Videos and Picture Presentations</li> </ol>					

**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)	Reference Books
I	<p><b>Customer Relationship Management: Concept (10 lectures)</b></p> <p><b>1.1 An Introduction to CRM:</b></p> <ul style="list-style-type: none"> <li>• Definition of CRM Evolution of CRM,</li> <li>• Types of CRM,</li> <li>• Emergence of CRM,</li> <li>• Principles of CRM</li> <li>• Technological Components of CRM</li> <li>• Software application in CRM.</li> </ul> <p><b>1.2 Integration of CRM in Organization:</b></p> <ul style="list-style-type: none"> <li>• Customer Centric Approach:</li> <li>• Challenges and Best practices,</li> <li>• Integration a necessity in CRM,</li> <li>• Factors responsible for integration in CRM.</li> </ul>	<p>PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.</p>	<p align="center"><b>10</b></p>	<p align="center">CRM , N.H. Mullick Oxford University Press</p>
II	<p><b>CRM Process &amp; Analytical CRM (10 lectures)</b></p> <p><b>2.1 CRM Process:</b></p> <ul style="list-style-type: none"> <li>• Objectives of CRM process,</li> <li>• CRM as a process,</li> <li>• Cost Benefit Analysis of CRM,</li> <li>• 4 C's of CRM process,</li> <li>• CRM Cycle,</li> <li>• CRM Process in Marketing and Service Organization.</li> </ul> <p><b>2.2 Analytical CRM:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Database Management,</li> <li>• Levels of Data Abstraction,</li> <li>• Categorization of Database,</li> <li>• Database application in industry,</li> <li>• Data Warehousing,</li> <li>• Integrating Data with Data Warehousing</li> </ul>	<p>PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.</p>	<p align="center"><b>10</b></p>	<p>Jagdish N.Sheth, Atul Parvatiyar &amp; G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH.</p> <p align="center">"Customer Relationship Management", Ed Peelen &amp; Rob</p>

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<b>III</b>	<p><b>CRM: Technology &amp; Implementation (10 lectures)</b></p> <p><b>3.1 Technological Developments in CRM:</b></p> <ul style="list-style-type: none"> <li>• e-CRM concept,</li> <li>• e-CRM advantages,</li> <li>• e-CRM technologies,</li> <li>• Application of e-CRM.</li> <li>• Difference between CRM &amp; e-CRM,</li> <li>• CRM software,</li> <li>• Salesforce Automation &amp; Mobile CRM.</li> </ul>	<p>News Article, Case studies, Group discussions, Classroom Activity, Videos, Visualization sessions.</p>	<b>10</b>	<p>Beltman , Pearson Education</p>
	<p><b>3.2 CRM Implementation:</b></p> <ul style="list-style-type: none"> <li>• Customer Interface &amp; Components of CRM,</li> <li>• Need for Implementing CRM,</li> <li>• Framework for Implementing CRM,</li> <li>• Upcoming Technologies in CRM implementation, Choosing the right CRM vendor,</li> <li>• Operational Issues in Implementing CRM</li> </ul>			<p>Case studies, Debate</p>

**Reference Books:**

Title	Author(s)	Publisher
Customer Relationship Management	N H Mullick	Oxford University Press 2016
“Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2000	Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh,	TMH.
“Customer Relationship Management”, 2021	Ken Burnett, the Handbook of Key	Pearson Education.
“Customer Relationship Management”, 2013	Ed Peelen & Rob Beltman	Pearson Education.
Supplements of MAGAZINES / News Paper: MINT, TOI, DEDICATED MAGAZINES ON MARKETING & CRM, CUSTOMER SERVICE & Relationship management.		

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

Continuous Assessment	Details	Marks
<b>Component 1 (ICA-1)</b>	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application-based questions.	<b>10 marks</b>
<b>Component 2 (ICA-2)</b>	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	<b>10 marks</b>

### Details of Semester End Examination (TEE)- 30 Marks

Q. No.	Particulars	Marks
Q.1. Module 1	A) Answer in brief OR B) Answer in brief	8
Q.2. Module 2	A) Answer in brief OR B) Answer in brief	8
Q.3. Module 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