Programme   : **Master of Commerce [M.Com]**
Course Code   : **COM-631**
Course Title   : **Customer Relationship Management**
Number of Credits : **04**
Effective from AY : **2022 – 2023**

Pre-requisites for the Course:
NIL

Objectives of the Course:
1. To understand and describe a customer relationship management application. 2. To understand how it has been successfully implemented in various organizations and what it takes to ensure a successful implementation. 3. Participate in implementing CRM by understanding the business case and the importance of implementing such a system in an organization.

Course Content		
Unit 1	**Introduction to CRM**	**15 Hours**
Definition, concepts, and evolution of CRM; Objectives, need, essential features, components, and types of CRM; Benefits of CRM to the organization, customers, and market; limitations of CRM, success Factors of CRM and CRM myths.		
Unit 2	**CRM Process and Developing CRM Strategy**	**15 Hours**
Introduction and objectives of CRM process; The CRM cycle: Assessment Phase, Planning Phase, The Executive Phase; Modules in CRM, 4C's (Elements) of CRM process; CRM process for marketing organization; Stakeholders in CRM. Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality- Technical and Functional, Dimensions of Service Quality; Managing Customer Communications.		
Unit 3	**The Value Creation Process CRM Implementation**	**15 Hours**
The value that the customer receives: the nature of value, value proposition, value assessment. The value that an organization receives: customer profitability, customer acquisition and its economics, customer retention, and its economics. Choosing the right CRM solution; Framework for Implementing CRM: A step-by-step Process: Five phases of CRM projects- development customizations; beta test and data import; train and retain; roll out and system hand-off; support.		
Unit 4	**CRM in Service Industry and E-CRM**	**15 Hours**
Status of CRM in service industry in India; Relevance of CRM for hospital services; CRM in banking and financial services; CRM in the insurance sector; The past, present, and future of CRM. An insight into E-CRM: need and key features for E-CRM, basic requirement of E-CRM. CRM links in E-business: E-Commerce and customer relationships on the internet.		

Pedagogy:
Lectures/ case analysis/assignments/class room interaction/lab

Reference / Readings:
1. Adrian Payne: *HANDBOOK OF CRM: Achieving Excellence in Customer Management;* Butterworth-Heinemann. 1st Edition, 2005 2. Jerry fjermestad and Nicholas Romano: *Electronic Customer Relationship Management;* Routledge. 1st Edition, 2015 3. John Gosney and Thomas Boehm: *Customer Relationship Management Essentials;* Prima Tech, 2000.

4. Judith, W.: *Customer Relationship Management: Getting it Right;* Pearson Education. 4th Impression, 2009
5. Kavitha, B.; *Customer Relationship Management;* Orange Books Publication, Chhattisgarh, 2020.
6. Mohamed, H. P. and Sagadevan, A.: *Customer Relationship Management: A Step by Step Approach*; Vikas Publishing House, New Delhi. 1st Edition, 2003
7. Sheela Rani: *Customer Relationship Management;* Margham Publications, Chennai. 1st Edition, 1999

Online Resources:
1. http://www.sasurieengg.com/e-course-material/MBA/II-Year-Sem-3/BA7015%20CUSTOMER%20RELATIONSHIP%20MANAGEMENT.pdf
2. https://www.businessmanagementideas.com/crm/customer-relationship-management/customer-relationship-management-crm-introduction-what-is-objectives-notes-examples/18371
3. https://www.brainkart.com/subject/Customer-Relationship-Management_77/

Course Outcomes:
Upon completion of the course, the students will be able to:
CO1: Gain insight into business drivers and what it takes to implement a CRM application in a company successfully.
CO2: Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.
CO3: Choose the right CRM solution.
CO4: Gain insights into E-CRM.