



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

Course Code	UM03IDBBA03	Title of the Course	Customer Relationship Management
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ol style="list-style-type: none">1. To give insight about customer relationship management.2. To outline key CRM concepts and its application to different markets.3. To analyse and examine the implementation of CRM concepts and strategy to firms.4. Attainment of organisational goals using CRM techniques
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Course Content		
Unit	Description	Weightage* (%)
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%

Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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Evaluation Pattern: (Reference no. E-3/2384, 6/1/2024)

Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

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
4.	Interpret and forensically investigate security incidents.

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
