

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	4			Effective From	June 2024			
Course Code	MGMB16402	Course Name	Customer Relationship Management (CRM)					
Teaching Scheme					Examination Scheme			
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Examine application of CRM as a business strategy
CO2	Analyze customer value to deliver the best customer experience
CO3	Develop effective customer acquisition and retention strategy
CO4	Formulate operational CRM strategies
CO5	Develop eCRM strategy
CO6	Evaluate effectiveness of CRM strategy

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	1	1	2
CO2	3	2	1	1	1	2
CO3	3	2	1	1	1	2
CO4	3	2	1	1	1	2
CO5	3	2	1	1	1	2
CO6	3	2	1	1	1	2

Sr. No.	Module	Description	CO	Marks	Hours
1	I	<ul style="list-style-type: none"> ● Understanding Relationship <ul style="list-style-type: none"> ○ Meaning and concept ○ Phases of Relationship ○ Attribute of Relationship (Trust and Commitment) ○ Benefits of building relationships with customers ● Introduction to Customer Relationship Management <ul style="list-style-type: none"> ○ Meaning and CRM continuum ○ Evolution of CRM ○ Misunderstandings about CRM ○ CRM constituencies ● Types of CRM ● Models of CRM <ul style="list-style-type: none"> ○ The IDIC model, The CRM value chain, Payne and Frow's 5-process mode, The Gartner competency Model) ● Customer Lifetime Value 	1	12	8
2	II	<ul style="list-style-type: none"> ● Understanding value <ul style="list-style-type: none"> ○ Meaning and Concept ○ Sources of customer value ○ Customization <ul style="list-style-type: none"> ■ Mass customisation ■ Value through Marketing Mix ● Customer experience <ul style="list-style-type: none"> ○ Meaning and Concept ○ Evolution towards the experience economy ○ Customer experience concepts (Touch points, Moments of truth, engagement) ○ The 4 I's of customer engagement ○ Managing customer experience ○ Difference between customer experience management and CRM ● Customer acquisition <ul style="list-style-type: none"> ○ Meaning ○ Defining new customer ○ Prospecting (only Overview) 	2,3	13	12
3	III	<ul style="list-style-type: none"> ● Customer Retention <ul style="list-style-type: none"> ○ Meaning and Concept ○ Economics of customer retention ○ Strategies for customer retention ● Customer Satisfaction: <ul style="list-style-type: none"> ○ Meaning and Concept ○ Components of Customer Satisfaction ○ Measuring Customer Satisfaction ○ Reducing customer churn ● Operational CRM <ul style="list-style-type: none"> ○ Sales force automation, Meaning, SFA ecosystem, SFA adoptions 	3,4	13	12



		<ul style="list-style-type: none"> ○ Marketing automation, Meaning, benefits, software applications ○ Service automation, benefits, software applications 			
4	IV	<ul style="list-style-type: none"> ● eCRM (Electronic Customer Relationship Management) <ul style="list-style-type: none"> ○ Meaning and Concept ○ Significance of eCRM ○ Key features of eCRM ○ Framework of E-CRM ○ The Six Es of eCRM ● Implementing CRM <ul style="list-style-type: none"> ○ Develop the CRM strategy ○ Build CRM foundations ○ Needs specification and partner selection ○ Project implementation ○ Performance evaluation 	5,6	12	8

References:

Books:	
1.	Customer Relationship Management: Concepts and Technologies, Francis Buttle, Stan Maklan, Routledge , latest edition
2.	Customer Relationship Management, Kristin Anderson Carol Kerr, McGraw-Hill, latest edition
3.	Customer Relationship Management: Emerging Concepts, Tools and Applications, Jagdish N Sheth, Parvatiyar Atul, et al., McGraw-Hill, latest edition
4.	Handbook of CRM, Adrian Payne, Elsevie, edition 2005
5.	CRM: Concepts and Cases, Alok Kumar Ra, PHI, Latest edition
<i>Newspapers / Magazines / Journals:</i>	
<ol style="list-style-type: none"> 1. <i>International Journal of Customer Relationship Marketing and Management</i> 2. <i>International Journal of Electronic Customer Relationship Management</i> 3. <i>Journal of Marketing: SAGE Journals</i> 	
<i>Web resources:</i>	
<ol style="list-style-type: none"> 1. https://www.destinationcrm.com/ 2. https://www.salesforce.com/in/learning-centre/crm/what-is-crm/ 3. https://www.zoho.com/crm/what-is-crm.html 4. https://www.hubspot.com/growth-stack/what-is-crm 	