

Year III	CUSTOMER RELATIONSHIP MANAGEMENT	BM 616S
Semester:VI		Hours: 75
Core: 16		Credits: 5

Objectives:

- To provide the conceptual understanding of CRM.
- To make the students to assess a company's ability to harvest customers information.

Unit 1- Introduction to CRM

Meaning and Definitions – Importance – Advantages – Factors – Implementation –Necessity for adoption – Guidelines – The Past, Present and Future of CRM.

Unit 2 – e-CRM

Meaning and Definition - Concept –Importance – Difference between CRM and e-CRM - Steps to implementation- Components– Principles--Challenges - Emerging trends.

Unit 3- Sales force automation

Lead management, contact management, field force automation; enterprise marketing automation: market segmentation, campaign management, customer service and support, contact and call centre operations

Unit-4- Tools in CRM

Customer database – Data base management - Database construction - Data Structure – Data mining – Data Warehousing – Personalisation and Collaborative filtering.

Unit-5-Implementing CRM:

CRM implementation – Optimal allocation rules for CRM – Measuring the effectiveness of relation marketing – characteristics of good customer satisfaction survey -

Text Books:

1. Customer Relationship Management, P.P.Singh and Jinendar Kum, Regal Publications, New Delhi.
2. Customer relationship management: Emerging concepts, tools, and applications, Jagdish N. Sheth, Atul Parvatiyar, G.Shainesh, Tata McGraw-Hill Education, Noida 2001.
3. Customer relationship management:Concepts and Cases, Alok Kumar Rai, Prentice Hall of India, New Delhi.

References:

1. The CRM Handbook – A Business Guide to Customer Relationship Management, PearsonEducation, New Delhi.
2. Customer Relationship Management, Kaushik Mukerjee ,Prentice Hall of India, New Delhi.
3. Customer Relationship Management: A Strategic Perspective , G Shainesh, Jagdish N Sheth, [MacMillan](#).
4. Customer Relationship Management An Indian Perspective, Mukesh Chaturvedi, Abhinav Chaturvedi, Excel.