



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester

Subject Class: Sectoral Elective

Subject Name: Customer Relationship Management (CRM)

Subject Code: 4549297

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Critically</i> review and <i>interpret</i> the theoretical aspects of CRM across the main areas of sales, services and marketing.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Investigate, analyze, demonstrate</i> and <i>present</i> the salient aspects of a CRM implementation or CRM innovation in a work-related environment.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Recognition</i> of the roles of culture, values and dispositions in affecting achievement of goal.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Develop</i> empathy essential to the domain of CRM.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Explain</i> how CRM messaging can improve marketing, sales and customer support.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Collaborate</i> with other students from different backgrounds and vocations in a team environment demonstrating a high level of personal autonomy and accountability in achieving group outcomes.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4549297	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Critically</i> review and <i>interpret</i> the theoretical aspects of CRM across the main areas of sales, services and marketing.	3	3	2	-	1	-	-	-	2
LO2: <i>Investigate, analyze, demonstrate</i> and <i>present</i> the salient aspects of a CRM implementation or CRM innovation in a work-related environment.	-	2	3	2	1	2	-	1	-
LO3: <i>Recognition</i> of the roles of culture, values and dispositions in affecting achievement of goal.	1	-	1	-	3	2	1	-	2
LO4: <i>Develop</i> empathy essential to the domain of CRM.	-	-	-	1	-	3	3	2	-
LO5: <i>Explain</i> how CRM messaging can improve marketing, sales and customer support.	-	-	-	3	1	-	-	-	-
LO6: <i>Collaborate</i> with other students from different backgrounds and vocations in a team environment	-	-	-	1	2	2	-	2	2



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2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p>Customer Relationship Management Fundamentals:</p> <ul style="list-style-type: none"> Theoretical perspectives of relationship Evolution of relationship marketing Stages of relationship, Issues of relationship, Purpose of relationship marketing Paradigm shift from transactional to relationship approach CRM Definitions Emergence of CRM practice CRM cycle Stakeholders in CRM, Significance of CRM Types of CRM, Success Factors in CRM 	10	17
II	<p>Customer Experience:</p> <ul style="list-style-type: none"> Understanding value Sources of customer value Customization Customer experience meaning and concepts Managing customer experience Difference between customer experience management and CRM <p>Customer Satisfaction:</p> <ul style="list-style-type: none"> Meaning, Definition, Significance of Customer Satisfaction Components of Customer Satisfaction Measuring Customer Satisfaction Reducing customer churn 	10	17
III	<p>Operational CRM:</p> <ul style="list-style-type: none"> Marketing automation <ul style="list-style-type: none"> Meaning, benefits, some software applications Sales force automation <ul style="list-style-type: none"> Meaning, SFA ecosystem, SFA adoption, CRM in Services <ul style="list-style-type: none"> Service automation, benefits, software applications 	10	18



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	Analytical CRM: <ul style="list-style-type: none"> • Database Management <ul style="list-style-type: none"> ○ Developing a customer related database ○ Analytics for CRM strategy and tactics ○ Big data analytics in CRM ○ Data Mining procedures ○ Use of AI, machine learning and deep learning 		
IV	Customer Relationship Management: <ul style="list-style-type: none"> • Technology Dimensions <ul style="list-style-type: none"> ○ E- CRM in Business CRM: A changing Perspective ○ Features of e-CRM ○ Advantages of e-CRM ○ Technologies of e-CRM ○ Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals Implementing CRM: <ul style="list-style-type: none"> • Develop the CRM strategy • Build CRM foundations • Needs specification and partner selection • Project implementation • Performance evaluation 	10	18
V	Practical: <ul style="list-style-type: none"> • Customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry 	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)



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6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Francis Buttle, Stan Maklan	Customer Relationship Management: Concepts and Technologies	Routledge	2015 / 3 rd
2	Jill Dyche	The CRM Handbook	Pearson	Latest
3	William G. Zikmund, Raymond Mcleod, Faye W. Gilbert	Customer Relationship Management	Wiley	2010
4	Paul Greenberg	CRM at the Speed of Light	McGraw Hill	2017 / 4 th
5	Jagdish N Sheth, Parvatiyar Atul, G Shainesh	Customer Relationship Management: Emerging Concepts, Tools and Applications	McGraw Hill	2017 / 1 st
6	Alok Kumar Rai	CRM: Concepts and Cases	PHI	2012

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. International Journal of Electronic Customer Relationship Management
2. International Journal of Customer Relationship Marketing and Management
3. International Journal on Customer Relations
4. Destination CRM – magazine