# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

**SEMESTER-II**

# Course Code –MB207E - Open Elective –II

**Course: CUSTOMER RELATIONSHIP MANAGEMENT**

# Course Objectives:

1. This course is focused on the holistic understanding of customer relationship management. It is important that such a course gives students a real world understanding of CRM.
2. To acquaint the students’ understand and describe a customer relationship management application.
3. To provide real-time insights into the successfully implemented CRM in various organizations and it also helps to ensure a successful implementation
4. To Create Awareness in implementation of CRM by understanding the end users and importance of implementing such a system in an organization to retain their customers for long run success.
5. To study how CRM allowed for decision making, evolved relationships to a higher level of understanding and more meaningful interactions with their target market users.

# Course Outcomes:

1. Students can work in CRM tools to make positive contribution to the organization.
2. Students can take professional responsibilities and make informed judgments in the organizations towards their target market.
3. Students can get streamline work processes and improve CRM within the organization.

**Unit-I: Introduction to CRM and Building Healthy Customer Relationships:** CRM, Evolution of CRM, Relationship Marketing, Relationship Process, Customer Defections, Impact of Customer Defections, Types of Defectors, CRM Framework- Satisfaction, Trust, Switching, Commitment and Loyalty, Types of CRM, Benefits of CRM, Emerging trends in CRM: Mobile CRM, Social CRM

# Unit-II: Economics of CRM:

Evolution of Marketing Practices- Product Centric, Segment Centric, Customer Centricity, Customer Profitability, Customer Equity, Introduction to Customer Lifetime Value (CLV), CLV in services, Activity based costing for customer profitability analysis, Loyalty Strategy, Customer satisfaction tools. Customer Value Management.

# Unit-III: CRM Applications:

Applications of CRM in different industries, Characteristics of Services, Service Quality Dimensions, Cost of losing a customer, Service Recovery, Service Guarantee, CRM practices in Financial Markets, Hospitality, Healthcare, and Airlines, CRM Strategies in Retailing and FMCG industries, Customer Experience Management (CEM).

# Unit-IV: CRM in Business Markets:

Market Structure and Demand, Nature of Buying Unit, Types of Decision and Decision Process, Participants in the Buying Process, Campaign Management, Functionalities of a Campaign Management Solution, Sales Force Automation, Customer Service and Support (CSS), Capabilities of a CSS Solution,

# Unit-V: CRM implementation:

CRM implementation process, issues and challenges in CRM implementation, precautions related to CRM implementation. CRM Implementation Roadmap, Performance Measurement, Customer Centric Organizational Structure, Role of IT and automation in effective implantation of CRM practices.

# Suggested Books:

1. Githa Heggde and G., Shainesh (Eds.) (2018), ‘Social Media Marketing: Emerging Concepts and Applications[’,](http://www.springer.com/in/book/9789811053221) Palgrave Macmillan.
2. G. Shainesh and Jagdish N. Sheth (2006), Customer Relationship Management - A Strategic Perspective, (Trinity Press, Laxmi Publications).
3. Jagdish N. Sheth, Atul Parvatiyar and G. Shainesh (Eds.), Customer Relationship Management - Emerging Concepts, Tools and Applications, (21st Reprint 2017), McGraw Hill Education.
4. Francis Buttle, “CRM: Concepts and Technologies”, Elsevier, 2015, a diviosn of Redd ElsevierIndia Pvt Ltd.
5. Alok Kumar Rai, 2008, “Customer Relationship Management: Concepts and Cases, PHI
6. Mukesh Chaturvedi, Abhinav Chaturvedi, 2008, , 2nd Ed “-“Customer Relationship Management: An Indian Perspective”, Excel Books.