



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc), 4th Semester
Branch: Sales & Marketing Management
Subject Name: Vocational Practical-7
(Customer Relationship Management)
Subject Code: 1142205

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
0	0	2	2	0	0	30	20	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Practical / Hands on Exercise	Teaching Hrs.	Module % Weightage
1	UNIT-I Introduction to CRM: Definition and concepts of CRM.	5	25%
2	UNIT-II Components of CRM, Understanding the goal of CRM and Customer Touch Points.	6	25%
3	UNIT-III Developing CRM Strategy: Role of CRM in business strategy.	7	25%
4	UNIT-IV Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.	7	25%
	Total	25	

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	To make the students understand the organizational need, benefits and process of creating long-term value for individual customers.	25%
CO-2	Explain how CRM messaging can improve marketing, sales and customer support.	25%
CO-3	To enable the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations	25%
CO-4	To explain the benefits of effective CRM.	25%