



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 6<sup>th</sup> Semester

Subject Class: Sectoral Elective

Subject Name: Customer Relationship Management (CRM)

Subject Code: 4569987

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

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

**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	<b>Customer Relationship Management Fundamentals:</b> <ul style="list-style-type: none"> <li>• Theoretical perspectives of relationship</li> <li>• Evolution of relationship marketing</li> <li>• Stages of relationship, Issues of relationship, Purpose of relationship marketing</li> <li>• Paradigm shift from transactional to relationship approach</li> <li>• CRM Definitions</li> <li>• Emergence of CRM practice</li> <li>• CRM cycle</li> <li>• Stakeholders in CRM, Significance of CRM</li> <li>• Types of CRM, Success Factors in CRM</li> </ul>	10	17
II	<b>Customer Experience:</b> <ul style="list-style-type: none"> <li>• Understanding value</li> <li>• Sources of customer value</li> <li>• Customization</li> <li>• Customer experience meaning and concepts</li> <li>• Managing customer experience</li> <li>• Difference between customer experience management and CRM</li> </ul>	10	17



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 6<sup>th</sup> Semester

Subject Class: Sectoral Elective

Subject Name: Customer Relationship Management (CRM)

Subject Code: 4569987

With effective  
from academic  
year 2018-19

	<p><b>Customer Satisfaction:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Definition, Significance of Customer Satisfaction</li> <li>• Components of Customer Satisfaction</li> <li>• Measuring Customer Satisfaction</li> <li>• Reducing customer churn</li> </ul>		
III	<p><b>Operational CRM:</b></p> <ul style="list-style-type: none"> <li>• Marketing automation               <ul style="list-style-type: none"> <li>○ Meaning, benefits, some software applications</li> </ul> </li> <li>• Sales force automation               <ul style="list-style-type: none"> <li>○ Meaning, SFA ecosystem, SFA adoption,</li> </ul> </li> <li>• CRM in Services               <ul style="list-style-type: none"> <li>○ Service automation, benefits, software applications</li> </ul> </li> </ul> <p><b>Analytical CRM:</b></p> <ul style="list-style-type: none"> <li>• Database Management               <ul style="list-style-type: none"> <li>○ Developing a customer related database</li> <li>○ Analytics for CRM strategy and tactics</li> <li>○ Big data analytics in CRM</li> <li>○ Data Mining procedures</li> <li>○ Use of AI, machine learning and deep learning</li> </ul> </li> </ul>	10	18
IV	<p><b>Customer Relationship Management:</b></p> <ul style="list-style-type: none"> <li>• Technology Dimensions               <ul style="list-style-type: none"> <li>○ E- CRM in Business CRM: A changing Perspective</li> <li>○ Features of e-CRM</li> <li>○ Advantages of e-CRM</li> <li>○ Technologies of e-CRM</li> <li>○ Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals</li> </ul> </li> </ul> <p><b>Implementing CRM:</b></p> <ul style="list-style-type: none"> <li>• Develop the CRM strategy</li> <li>• Build CRM foundations</li> <li>• Needs specification and partner selection</li> <li>• Project implementation</li> <li>• Performance evaluation</li> </ul>	10	18
V	<p><b>Practical:</b></p> <ul style="list-style-type: none"> <li>• Customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry</li> </ul>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 6<sup>th</sup> Semester

Subject Class: Sectoral Elective

Subject Name: Customer Relationship Management (CRM)

Subject Code: 4569987

With effective  
from academic  
year 2018-19

- Practical / live assignment
- Interactive class room discussions

## 5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• 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)

## 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 <sup>rd</sup>
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 <sup>th</sup>
5	Jagdish N Sheth, Parvatiyar Atul, G Shainesh	Customer Relationship Management: Emerging Concepts, Tools and Applications	McGraw Hill	2017 / 1 <sup>st</sup>
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