



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part - Time), 4th Semester

Specialization: Marketing Management

Subject Name: Customer Relationship Management

Subject Code: 5549925

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: 5549925	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)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
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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