

DISCIPLINE SPECIFIC ELECTIVE COURSE – 5
CUSTOMER RELATIONSHIP MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|---|----------|-----------------------------------|----------|---------------------|----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Customer Relationship Management | 4 | 3 | 1 | 0 | NIL | NIL |

Learning Objectives:

The course objective is to provide an in-depth knowledge of the concepts of Customer relationship management and its importance in organizations. Its aim to provide the understanding of Customer, its acquisition and retention through analytics of CRM.

Learning outcomes:

Upon completion of the course a learner shall be competent to

1. Understand the Customer relationship management through various Models or tools
2. Explain customer experiences and interpret various strategies of CRM
3. Identify ways to enhance Customer services.
4. Understand many ways of data management of related with customer

Unit1: Understanding customer relationships. (12 hours)

Introduction: Definition and Concept of CRM, Emergence of CRM, Components of CRM, Understanding the goal of CRM, Models of CRM, Customer Touch Points, Factors responsible for CRM growth, CRM

process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM, CRM and Cost-Benefit Analysis, Myths about CRM

CRM and Relationship Marketing: Understanding about relationships, Customer satisfaction, loyalty and business performance, Relationship Management Theories, Managing the customer journey: customer acquisition, Customer journey: Process, Operational CRM tools helping in customer acquisition, Customer retention and development: Definition and Strategies for customer retention.

Unit 2: Strategic CRM (9 hours)

Strategic CRM: Developing CRM Strategy; Role of CRM in Business Strategy, Understanding service Quality; Technical, Functional and Dimensions of Service Quality, Managing Customer Communications

Customer Portfolio Management: Definition, Basic disciplines for CPM, Managing customer-experienced value: Understanding customer-perceived value, Sources of Customer Value, Customization, CRM software applications influencing customer experience.

Unit 3: Operational CRM (12 hours)

Marketing Automation: What is marketing automation? Benefits of marketing automation, Software applications for marketing.

Sales Force Automation: Definition, Benefits, Sales process, Activity, Contact, Lead and knowledge Management, Field Force Automation, SFA Adoption, SFA impact on performance.

Service automation: Definition, Customer service, Modeling service quality, Customer service standards, Benefits from service automation, Software applications for service.

Unit 4: Analytical CRM **(12 hours)**

CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and E-CRTA /online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase ; The Executive Phase; Modules in CRM , 4C's (Elements) of CRM Process , CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

Developing and managing customer-related databases: Corporate customer-related data, Structured and unstructured data, Data integration, Data warehousing, Data marts, Knowledge management, Analytics for CRM strategy and tactics, Analytics throughout the customer journey, Analytics for structured and unstructured data, Big data analytics

Essential/recommended readings:

1. Buttle, F., Maklan, S. (2019). Customer Relationship Management, 4th Edition. Routledge
2. Kumar, V., Reinartz, Werner (2014) Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts

Suggestive readings:

1. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, (2010) “Customer Relationship Management”, Emerging Concepts, Tools and Application”, TMH.
2. Dilip Soman & Sara N-Marandi (2014) “Managing Customer Value” 1st edition, Cambridge.

DISCIPLINE SPECIFIC ELECTIVE COURSE – 6
GST AND INDIRECT TAXES
CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|-------------------------------|----------|-----------------------------------|----------|--------------------|----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/Practice | | |
| GST and Indirect Taxes | 4 | 3 | 1 | 0 | NIL | NIL |

Learning Objectives:

The objective of this course is to acquaint students with the GST & Indirect Taxation System and its implications on tax in India.