



**WAVOO WAJEEHA WOMEN'S COLLEGE
OF ARTS & SCIENCE - KAYALPATNAM**
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Run by : Wavoo SAR Educational Trust
(minority institution)



DEPARTMENT OF COMMERCE

UG -EXTRA CREDIT COURSE

ACADEMIC YEAR 2022-2023

DEPARTMENT	: COMMERCE	
COURSE TITLE	: CUSTOMER RELATIONSHIP MANAGEMENT	
TOTAL HOUR	: 30HOURS	
CREDIT	: 2	
COURSE DESCRIPTION	<i>Course focus on understand the need and importance of maintaining a good customer relationship.</i>	
COURSE OBJECTIVE	<ul style="list-style-type: none">➤ To impart skill based knowledge of Customer Relationship Management.➤ To understand the concepts and principles of CRM➤ To recognize the recent trend in CRM.	
STUDENTS LEARNING OUTCOME:	<ul style="list-style-type: none">✓ Pupil will get strategic customer acquisition and retention techniques in CRM.✓ Pupil will get Clarity about Service quality.	
COURSE LAYOUT		
MODULE	UNIT	HOURS
Module-1	UNDERSTANDING CUSTOMERS	6
Customer information Database-Customer Profile Analysis-Customer life time value-Calculation of CLV.		
Module -2	CRM STRUCTURES	6
Elements of CRM-CRM Process- CRM Model- IDIC - Buttle's CRM Value Chain Model.		
Module -3	CUSTOMER ACQUISITION	6
Customer acquisition strategy –Customer acquisition Funnel-Customer-centric-		

Features-Customer retention plan		
Module -4	SERVICE QUALITY	6
Concept and Characteristics of Service Quality-Dimensions of Service Quality- Requirements for Good Service Quality		
Module -5	TRENDS IN CRM	6
Data Warehousing: Pros and cons -Types - Data mining: Benefit-Types -E- CRM		
TEXT BOOK	1. Jim Catheart, The Eight Competencies of Relationship selling, Macmillan India, 2016. 2. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Prospective, Macmillan 2015.	
REFERENCE BOOK	1. H.Peeru Mohamed and A.Sahadevan, <i>Customer Relation Management</i> , Vikas Publishing 2017. 2. Alok Kumar et al, <i>Customer Relationship Management : Concepts and applications</i> , Biztantra, 2015.	
WEB REFERENCE	1. https://www.cyberclick.net/numericalblogen/key-elements-of-customer-relationship-management 2. https://www.techopedia.com/definition/30914/electronic-customer-relationship-management-e-crm	
MODE OF ASSESSMENT	TOTAL MARKS -100 ASSESSMENT –I (30 marks) ASSESSMENT –II (30 marks) ASSESSMENT –III (30 marks) ASSIGNMENT - (10 marks)	
COURSE COORDINATOR	DR.L.R.SUBHA HEAD & ASSISTANT PROFESSOR OF COMMERCE	
COURSE INSTRUCTOR-1	P.NASEERA BANU	