



**WAVOO WAJEEHA WOMEN'S COLLEGE  
OF ARTS & SCIENCE - KAYALPATNAM**

(Affiliated to Manonmanium Sundaranar University, Tirunelveli)

Run by : Wavoo SAR Educational Trust

(minority institution)



**DEPARTMENT OF COMMERCE**

**UG -EXTRA CREDIT COURSE**

**ACADEMIC YEAR 2022-2023**

<b>DEPARTMENT : COMMERCE</b>		
<b>COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT</b>		
<b>TOTAL HOUR : 30HOURS</b>		
<b>CREDIT : 2</b>		
<b>COURSE DESCRIPTION</b>	<i>Course focus on understand the need and importance of maintaining a good customer relationship.</i>	
<b>COURSE OBJECTIVE</b>	<div>➤ To impart skill based knowledge of Customer Relationship Management.</div> <div>➤ To understand the concepts and principles of CRM</div> <div>➤ To recognize the recent trend in CRM.</div>	
<b>STUDENTS LEARNING OUTCOME:</b>	<div>✓ Pupil will get strategic customer acquisition and retention techniques in CRM.</div> <div>✓ Pupil will get Clarity about Service quality.</div>	
<b>COURSE LAYOUT</b>		
<b>MODULE</b>	<b>UNIT</b>	<b>HOURS</b>
<b>Module-1</b>	<b>UNDERSTANDING CUSTOMERS</b>	<b>6</b>
Customer information Database-Customer Profile Analysis-Customer life time value-Calculation of CLV.		
<b>Module -2</b>	<b>CRM STRUCTURES</b>	<b>6</b>
Elements of CRM-CRM Process- CRM Model- IDIC - Buttle’s CRM Value Chain Model.		
<b>Module -3</b>	<b>CUSTOMER ACQUISITION</b>	<b>6</b>
Customer acquisition strategy –Customer acquisition Funnel-Customer-centric-		

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