

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 3 (Semester –6) (W.E.F. Academic Year 2017-18)

Subject Name: Customer Relationship Management (CRM)

Subject Code: 2567104

1. Learning Outcomes:

At the end of semester students would be able to

- a) Understand the importance of customer relationships.
- b) Apply basic principles involved in managing customer relationships.

2. Course Duration: The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Contents	No. of Sessions	Marks (out of 70)
I	Customer Relationship Management Fundamentals-Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift CRM Definitions, Emergence of CRM practice: CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM (Operational, Analytical & Collaborative CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation	10	17
II	Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction	10	18
III	Loyalty and CRM: Understanding the customer firm relationship, The wheel of loyalty, Building a foundation for loyalty Customer defections, Strategies for reducing customer defections Obtaining Customer feedback Customer complaining behavior, Effective service recovery	10	17

IV	Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales	10	18
V	Practical: Student will undertake a Project based on one the above Modules /Topics with a large / medium / growing Retail Format Store and analysis how retailer maintain CRM System	--	30 Marks of CEC

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion and presentation
- (b) Role play
- (c) Audio-Video Material (b)

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Alok Kumar Rai Concepts and Cases	Customer Relationship Management Concepts and Cases	PHI Learning/Perason	Latest
2	Kristin Anderson, Carol Kerr	Customer Relationship Management	McGraw-Hill Professional	Latest
3	Christopher Lovelock, Jochen Wirtz	Service Marketing People, Technology, Strategy	Pearson	Latest
4	Chaturvedi	Customer Relationship Management	Excel Books	Latest
5	Sheth J N, Parvatiyar A. and Shainesh G	Customer Relationship Management	Tata McGraw Hill Education	Latest

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.