B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2025

Bachelor of Business Administration (General)

Semester – III

Course Code	UM03IDBBA03	Title of the Course	Customer Relationship Management
Total Credits of the Course	**04**	**Hours per week**	**04**

Course Objectives:	1) To give insight about customer relationship management. 2) To outline key CRM concepts and its application to different markets. 3) To analyse and examine the implementation of CRM concepts and strategy to firms. 4) Attainment of organisational goals using CRM techniques

Course Content		
Unit No.	**Description**	**Weightage (%)**
1	**Conceptual Foundation:** • Concept of Customer Relationship Management, Benefits of CRM, Objectives of CRM, Significance of CRM, Relationship between CRM and technology, Evolution of CRM, Customer Life Cycle value	25%
2	**CRM Strategy:** • Strategic Perspective on CRM, • Creating CRM Culture, • Building Blocks of CRM, • CRM Strategies	25%
3	**CRM in Marketing:** • Importance of CRM in Marketing • Types in CRM, • Marketing Initiatives of CRM	25%

4	**E- Customer Relationship Management E-CRM:** • Different Levels of E-CRM, Evolution of E-CRM, • Difference between CRM and E-CRM, • E-CRM Tools	**25%**

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes,Assignments, Case Study and Browsing E- Resources.

Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		**50 (100%)**	**25 (100%)**
Final Examination (%)		**50 (100%)**	**25 (100%)**

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Identify the scope and significance of Customer relationships in business.
2)	Examine CRM concepts and phenomenon to current business events in the industry
3)	Coordinate the various CRM variables and apply them for designing marketing strategy for business firms
4)	Interpret and forensically investigate security incidents.

Sr. No.	Suggested References:
1)	CRM Customer Relationship Management By, Dr. K GovindaBhat, Himalaya Publishing House
2)	CRM-At the speed of Light by Paul Greenbeng ,TataMcGraw Hill
3)	E-CRM by M.P.Jaiswal and Anjali Kausik, Asian Book Pvt.Ltd.
4)	Customer Relationship Management – Emerging Concepts, Tools andApplications by Jagdish Seth, AtulParvatiyar and G.Shainesh

On-Line Resources available that can be used as Reference Material

Since 1951