

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM05 MBM5SEMM05 MFB5SEMM05
Course Title	Customer Relationship Management

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Analyze the need for CRM as a business strategy and its benefits
2. Develop customized CRM strategy for a firm and work out its economics
3. Appraise performance outcomes and metrics for CRM projects

Syllabus

Teaching Hours

Unit I: Foundation of CRM <ul style="list-style-type: none"> • Relationship marketing and CRM • Behavioral foundations: Satisfaction, Loyalty and the Perception of value 	04
Unit II: Strategic CRM <ul style="list-style-type: none"> • Customer lifecycle management • Customer lifetime value • Customer experience management • Developing CRM strategy 	08
Unit III: Operational CRM <ul style="list-style-type: none"> • CRM applications: sales force automation, campaign management, marketing and service support automation • Collaborative CRM • E- CRM 	08
Unit IV: Analytical CRM <ul style="list-style-type: none"> • CRM and Business intelligence • CRM tools and techniques 	05
Unit V: CRM Implementation <ul style="list-style-type: none"> • Building the relationship driven enterprise • Integrating the information technology, people and process components • CRM deployment in different sectors 	05

Suggested Readings:

1. Buttle, F., and Stan, M., Customer Relationship Management - Concepts and Technologies; Routledge
2. Shainesh, G., Sheth, J.N., Customer Relationship Management – A strategic perspective; Macmillan India Ltd
3. Kincaid, J.W., Customer Relationship Management – Getting it Right; Pearson Education Inc
4. Reinartz, W.J., Customer Relationship Management - A Databased Approach; Wiley student edition

w.e.f. Academic Year 2019-20 and onwards