

K L University
K L U Business School
Course Handout for II Year / II semester MBA PROGRAM
A.Y.2017-18

Course Name : CUSTOMER RELATIONSHIP MANAGEMENT

Course Code : 15MB62M7

L-T-P structure : 3-0-0

Course Credits : 3

Course Coordinator : Dr. A. Udaya Shankar

Course Instructors : Dr. A.Udaya Shankar (Sec A)
Dr. L.Ramesh (Sec B)

Course Teaching Associates : Nil

Course Objective:

- To have a better understanding of why customer relationship management tactics, actions, and directives relate to achieving a sustainable competitive advantage and will facilitate attaining the sales goals and profit objectives they seek.
- To impart necessary knowledge as to how the IT could be of availed in implementing CRM strategies and to equip the students with the required skills and expertise in sustaining as well as broad-basing the clientele of the company for a long time in view of assuring the company of long-term stability and prosperity
- To Understand the concept of customer centricity and its need in the current business environment

Course Rationale:

It has been well demonstrated that the cost of acquiring a new customer is costlier than retaining an old customer. This course will present innovative, proven methods for determining whether a Customer relationship Management (CRM) strategy for changing the way a company provides service (by adding new technology, processes and procedures) will realize the return on investment projected. The objective of the course is to impart necessary knowledge as to how the IT could be of availed in implementing CRM strategies and to equip the students with the required skills and expertise in sustaining as well as broad-basing the clientele of the company for a long time in view of assuring the company long-term stability and prosperity.

Course Outcomes (CO):

CO No:	CO : At the end of the course, the student will be able to:	SO	BTL
1	Understand the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.	A	2
2	Analyze CRM practices for competitive advantage of organization	B	4
3	Implement data mining tools and techniques in the organization	B	4
4	Gets the ability to analyze customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.	C	4

COURSE OUTCOME INDICATORS

CO No.	COI-1	COI-2	COI-3	COI-4
1	Understand the need and importance of CRM	Understand value pyramid	Understand customer Interaction life cycle	Understand the goals of a CRM Strategy and Obstacles
2	Understand CRM as a business strategy	Analyze CRM through Customer Knowledge management	Analyze customer Interaction management	Analyze customer centricity
3	Understand data mining	Analyze changing Patterns of e-CRM	Implement Customer Focused IT Organization to Support CRM	Support CRM implementation
4	Analyze CRM in Service Industry	Analyze CRM in banking and financial Services	Analyze impact of mismatch of demand and supply on CRM	Analyze CRM in Past, Present and Future.

SYLLABUS (As approved by BoS):

Emerging Concepts in Customer Relationship Management: CRM Definition, Need and Importance : Conceptual Framework of Customer Relationship Management ; The Value Pyramid , Customer Interaction Cycle , Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology, CRM myths

CRM as a Business Strategy: CRM - Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer life time value-. Customer life cycle Management

Technological Tools for CRM and Implementation
Data Mining for CRM - Some Relevant Issues ; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation –set by step process

CRM in Services Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM;

BoS Approved Text books:

Recommended text book:

1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008
2. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
3. H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
4. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

BoS Approved Reference Books:

Reference books:

2. The CRM Handbook: A Business Guide to Customer Relationship Management by Jill Dyche 1st Edition, Boston: Addison Wesley, 2002.
3. Harvard Business Review on Customer Relationship Management, 2001, 1st Edition by C K Prahalad et al., HBR School Press 2002.

4. Customer Relationship Management by Ed Peelen, 1st Edition Pearson Education 2005

Other Books, References: (As recommended for reference by the course team, if any): Nil

Deviations (if any) from BoS approved syllabus and the topics planned: NIL

COURSE DELIVERY PLAN:

Sess. No.	CO	COI	Topic (s)	Teaching-Learning Methods	Evaluation Components
1	1	1	Definition , need and importance and CRM frame work	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
2	1	1	Definition , need and importance and CRM frame work	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
3	1	1	The value pyramid	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
4	1	1	The value pyramid	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
5	1	2	Customer interaction cycle	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
6	1	2	Customer interaction cycle	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
7	1	3	Goals of CRM strategy and implementation	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
8	1	3	Goals of CRM strategy and implementation	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
9	1	4	CRM solution map and discussing people , process and technology	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
10	1	4	CRM solution map and discussing people , process and technology	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 1, end sem. test
11	2	1	CRM as a business strategy	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
12	2	1	CRM as a business strategy	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
13	2	1	Winning markets through effective CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. Test Active learning operational workout

14	2	1	Winning markets through effective CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
15	2	2	CRM through customer knowledge management	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
16	2	2	CRM through customer knowledge management	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
17	2	2	CRM process	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
18	2	2	CRM process	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
19	2	3	Customer interaction management	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
20	2	3	Customer interaction management	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
21	2	3	Call centre management	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
22	2	3	Call centre management	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test Active learning Case Study)
23	2	4	Customer centricity	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
24	2	4	Customer centricity	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test Active learning (Case study)
25	2	4	Customer life cycle management	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
26	2	4	Customer life cycle management	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 2, end sem. test
27	3	1	Data mining for CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
28	3	1	Data mining for CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
29	3	1	Data mining for CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
30	3	1	Data mining for CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test

31	3	2	Changing Patterns of e-CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
32	3	2	Changing Patterns of e-CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
33	3	3	Structuring a Customer Focused IT Organization to Support CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
34	3	3	Structuring a Customer Focused IT Organization to Support CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
35	3	4	CRM implementation	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
36	3	4	CRM implementation	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
37	3	4	CRM implementation	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test
38	3	4	CRM implementation	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	In sem. test 3, end sem. test Active learning (Case study)
39	4	1	CRM in service Industry	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	End semester exam
40	4	1	CRM in service Industry	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	End semester exam
41	4	2	CRM in service Industry-Banking	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	End semester exam
42	4	2	CRM in service Industry-Banking	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	End semester exam Active learning (case study)
43	4	3	Supply-Demand Mismatches and their impact on CRM;	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	End semester exam
44	4	3	Supply-Demand Mismatches and their impact on CRM;	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	End semester exam
45	4	4	The Past, Present and Future of CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	End semester exam
46	4	4	The Past, Present and Future of CRM	Lecture & interactive talk, ICT (PPT) and Audio Visual aids	End semester exam

Session wise Teaching – Learning Plan

Session Number:1

Session Outcome: After this session the student will be able to
Understand the definition , need and importance of CRM

Time(min)	Topic: Definition , need and importance and CRM frame work	BTL	Teaching – Learning Method
10	Definition, need of CRM		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Importance and Frame work of CRM	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:2

Session Outcome: After this session the student will be able to
1. Understand the CRM frame work

Time(min)	Topic : Definition , need and importance and CRM frame work	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM frame work	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:3

Session Outcome: After this session the student will be able to
1. Understand the value pyramid

Time(min)	TopicThe value pyramid	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Value pyramid	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:4

Session Outcome: After this session the student will be able to
1. Understand the value pyramid of CRM

Time(min)	Topic The value pyramid	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Value pyramid of CRM	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:5

Session Outcome: After this session the student will be able to
1. Understand Customer interaction cycle

Time(min)	Topic: Customer interaction cycle	BTL	Teaching – Learning Method
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10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Customer Interaction cycle	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:6

Session Outcome: After this session the student will be able to

1. Understand Customer interaction cycle

Time(min)	Topic: Customer interaction cycle	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Importance of customer interaction cycle	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:7

Session Outcome: After this session the student will be able to

1. Understand the Goals of CRM strategy and implementation

Time(min)	Topic: Goals of CRM strategy and implementation	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Goals of CRM strategy	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:8

Session Outcome: After this session the student will be able to

1. Understand the Goals of CRM strategy and implementation

Time(min)	Topic: Goals of CRM strategy and implementation	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM strategy and implementation	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:9

Session Outcome: After this session the student will be able to

1. Acquire knowledge of CRM solution Map

Time(min)	Topic: CRM solution map and discussing people , process and technology	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM solution map	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:10

Session Outcome: After this session the student will be able to

1. Acquire knowledge of people , process and technology

Time(min)	Topic: CRM solution map and discussing people , process and technology	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	People, process, and technology	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	(operational work out)
05	Conclusion and summary		

Session Number:11

Session Outcome: After this session the student will be able to

1. Apply CRM as a business strategy

Time(min)	Topic : CRM as a business strategy	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM as a business strategy	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Case Discussion
05	Conclusion and summary		

Session Number:12

Session Outcome: After this session the student will be able to

1. Apply CRM as a business strategy

Time(min)	Topic : CRM as a business strategy	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM as a business strategy	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:13

Session Outcome: After this session the student will be able to

1. Apply effective CRM strategy for winning the markets

Time(min)	Topic : Winning markets through effective CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Effective CRM strategy	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:14

Session Outcome: After this session the student will be able to

1. Design effective CRM strategies to become competitive advantage

Time(min)	Topic : Winning markets through effective CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Effective CRM strategy	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion

05	Conclusion and summary		
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Session Number:15

Session Outcome: After this session the student will be able to

1. Apply knowledge of knowledge management

Time(min)	Topic : CRM through knowledge management	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM through knowledge management	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:16

Session Outcome: After this session the student will be able to

1. Analyze CRM and its role in attaining Knowledge management

Time(min)	Topic : CRM through knowledge management	BTL	Teaching – Learning Method
10	Recap	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM through knowledge management	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:17

Session Outcome: After this session the student will be able to

- Make use of CRM process

Time(min)	Topic : CRM process	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM process	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:18

Session Outcome: After this session the student will be able to

1. Make use of CRM process

Time(min)	Topic : CRM process	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM Process	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:19

Session Outcome: After this session the student will be able to

1. Make use of customer interaction management

Time(min)	Topic : Customer interaction management	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids

30	Understand the concepts of customer interaction management	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	
05	Conclusion and summary		

Session Number: 20

Session Outcome: After this session the student will be able to

1. Make use of customer interaction management

Time(min)	Topic : Customer interaction management	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Customer interaction management	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	
05	Conclusion and summary		

Session Number: 21

Session Outcome: After this session the student will be able to

1. Examine Call Centre Management and its role in CRM

Time(min)	Topic : Call centre management	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Understand Call Centre Management	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Operational workout
05	Conclusion and summary		

Session Number:22

Session Outcome: After this session the student will be able to

1. Examine Call Centre Management and its role in CRM

Time(min)	Topic : Call centre management	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Understand the call Centre Management	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:23

Session Outcome: After this session the student will be able to

1. Discuss the importance of Customer Centricity

Time(min)	Topic : customer centricity	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Customer Centricity	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:24

Session Outcome: After this session the student will be able to

1. Appraise various Customer centricity strategies

Time(min)	Topic : customer centricity	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Concepts of integrated marketing communication	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Case Discussion
05	Conclusion and summary		

Session Number:25

Session Outcome: After this session the student will be able to

1. Apply the knowledge of Customer life cycle Management

Time(min)	Topic : customer life cycle management	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Customer life cycle Management	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:26

Session Outcome: After this session the student will be able to

- Analyze customer life cycle Management

Time(min)	Topic : customer life cycle management	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Customer life cycle management	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:27

Session Outcome: After this session the student will be able to apply the knowledge of Data Mining techniques

Time(min)	Topic :Data mining techniques in CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Data mining techniques	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:28

Session Outcome: After this session the student will be able to

1. Apply the knowledge of the tools of Data mining techniques

Time(min)	Topic :Data mining techniques in CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Data mining techniques	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:29

Session Outcome: After this session the student will be able to

1. Apply the knowledge of the tools of Data mining techniques

Time(min)	Topic : Data mining techniques of CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Data mining techniques	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:30

Session Outcome: After this session the student will be able to

1. Apply the knowledge of the tools of Data mining techniques

Time(min)	Topic : Data mining techniques of CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Data mining techniques	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:31

Session Outcome: After this session the student will be able to

1. Analyze the role of e-CRM

Time(min)	Topic : Changing Patterns of e-CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Changing patterns of e-CRM	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:32

Session Outcome: After this session the student will be able to

1. Analyze the role of e-CRM

Time(min)	Topic : Changing Patterns of e-CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Changing patterns of e-CRM	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:33

Session Outcome: After this session the student will be able to

1. Apply the knowledge for Structuring a Customer Focused IT Organization to Support CRM

Time(min)	Topic : Structuring a Customer Focused IT Organization to Support CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Structuring a Customer Focused IT Organization to Support CRM	4	Lecture & interactive talk, ICT

			(PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:34

Session Outcome: After this session the student will be able to

1. Apply the knowledge for Structuring a Customer Focused IT Organization to Support CRM

Time(min)	Topic : Structuring a Customer Focused IT Organization to Support CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Structuring a Customer Focused IT Organization to Support CRM	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:35

Session Outcome: After this session the student will be able to

1. Apply CRM implementation process

Time(min)	Topic : CRM implementation	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM implementation	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	
05	Conclusion and summary		

Session Number:36

Session Outcome: After this session the student will be able to

1. Apply CRM implementation process

Time(min)	Topic : CRM implementation	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM implementation	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	
05	Conclusion and summary		

Session Number:37

Session Outcome: After this session the student will be able to

1. Apply CRM implementation process

Time(min)	Topic : CRM implementation	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM implementation process	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:38

Session Outcome: After this session the student will be able to

1. Apply CRM implementation process

Time(min)	Topic : CRM implementation	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM implementation process	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:39

Session Outcome: After this session the student will be able to

1. Support Implement CRM in service industry

Time(min)	Topic :CRM in service industry	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM in service industry	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:40

Session Outcome: After this session the student will be able to

1. Implement CRM in service industry

Time(min)	Topic : CRM in service industry	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Role of CRM in service industry and effect of CRM strategies	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:41

Session Outcome: After this session the student will be able to

1. Support Implement CRM in service industry

Time(min)	Topic :CRM in service Industry-Banking	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Services of Banking Industry	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:42

Session Outcome: After this session the student will be able to

1. Support Implement CRM in service industry

Time(min)	Topic : CRM in service Industry-Banking	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Implementing CRM strategies in Banking sectors	4	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	4	Discussion
05	Conclusion and summary		

Session Number:43**Session Outcome:** After this session the student will be able to

1. Understand the concept of supply demand mismatches and its effect on CRM

Time(min)	Topic :Supply-Demand Mismatches and their impact on CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Supply chain mismatches	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	
05	Conclusion and summary		

Session Number:44**Session Outcome:** After this session the student will be able to

1. Understand the concept of supply demand mismatches and its effect on CRM

Time(min)	Topic :Supply-Demand Mismatches and their impact on CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Impact of CRM on the supply chain mismatches	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:45**Session Outcome:** After this session the student will be able to

1. Understand the role of CRM in the present market place and future of CRM

Time(min)	Topic :The Past, Present and Future of CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	CRM in present scenario	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

Session Number:46**Session Outcome:** After this session the student will be able to

1. Understand the role of CRM in the present market place and future of CRM

Time(min)	Topic :The Past, Present and Future of CRM	BTL	Teaching – Learning Method
10	Recap		Lecture & interactive talk, ICT (PPT) and Audio Visual aids
30	Future of CRM	2	Lecture & interactive talk, ICT (PPT) and Audio Visual aids
10	Verify	2	Discussion
05	Conclusion and summary		

EVALUATION PLAN:

Evaluation Component	Weightage/Marks	Date	Duration (Hours)	CO 1			CO 2			CO 3			CO 4		
COI Number				1	2	3	1	2	3	1	2	3	1	2	3
BTL				2	2	2	2	4	4	4	4	4	2	2	2
Test 1	Weightage (10%)		90 mins	3	3	4									
	Max Marks (20)			6	6	8									
Test 2	Weightage (10%)		90 mins				3	3	4						
	Max Marks (20)						6	6	8						
Test 3	Weightage (10%)		90 mins							3	3	4			
	Max Marks (10)									6	6	8			
Active Learning	Weightage (15%)			Active Learning											
	Max Marks (15)														
Attendance	Weightage (5%)			Equal weightage for all the lecture sessions (5%)											
	Max Marks (5)														
Semester End Exam	Weightage (50%)		180 mins	2	3	5	2	3	5	2	3	5	4	6	10
	Max Marks(50)			2	3	5	2	3	5	2	3	5	4	6	10
	Question Number			1	2-7	8	1	2-7	8	1	2-7	8	1	2-7	8

Course Team members, Chamber Consultation Hours and Chamber Venue details:

S.No.	Name of Faculty	Chamber Consultation Day(s)	Chamber Consultation Timings for each day	Chamber Consultation Room No:	Signature of Course faculty
1	Dr. A. Udaya Shankar	Friday	5.00 - 6.00 PM	Faculty Chamber - Floor	
2	Dr. L.Ramesh	Friday	3.00 - 5.00 PM	Faculty Chamber - Floor	

Signature of COURSE COORDINATOR:

Recommended by HEAD OF DEPARTMENT:



Hari Kiran Vege,
Assoc. Dean-TLP

for **Approved By: DEAN-ACADEMICS**

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