

Course title: Customer Relationship Management				
Course code: PPM 154		No. of credits: 2	L-T-P: 28-00-00	Learning hours: 28
Pre-requisite course code and title (if any): NA				
Department: Business Sustainability				
Course coordinator: Mr. Anil Gupta			Course instructor: Mr. Anil Gupta	
Contact details:				
Course type: Elective			Course offered in: Semester 4	
<b>Course description:</b>  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. Throughout the course, measurable data-containing examples will be provided on how CRM theory is applied with great success by various corporations.				
<b>Course objectives:</b>  Objectives will focus on the scientific reasons why people resist change, a process to deal with that change, a process to measure the results in an on-going manner and how to tie in and measure those results to a company's bottom-line.				
<b>Learning Objectives</b>  Students will be asked to study a specific process or area from the Telecom, Aviation, Banking etc and determine the current CRM, gaps (if any) been deployed by organizations and define better alternates/ways in which the industry can adopt to fill up these gaps. Use of IT for effective CRM could be exploited during the project.				
Case studies, in-class discussions and lectures, guest speakers, assignments, analysis of industry magazine articles, student presentations and online learning (including WebCT) will be the key delivery modes of learning.				
<b>Course contents</b>				
Module	Topic	L	T	P
1	<b>Module 1:</b> Define Customer Relationship Management (CRM).	4	0	
2	<b>Module 2 :</b> Review CRM and Marketing	4		
3	<b>Module 3:</b> Determine effective strategies and tactics for managing the CRM function within a marketing institution.	4		
4	<b>Module 4:</b> Present an existing CRM project for a current marketing institution	2		
5	<b>Module 5 :</b> IT Enabled Customer Relationship Management	4		
6	<b>Module 6 :</b> CRM Packages	10		
	<b>Total</b>	28	0	0

**Evaluation criteria: (Marks)**

- |                               |    |
|-------------------------------|----|
| • Individual Assessment       | 15 |
| • Assignments                 | 30 |
| • Class Participation         | 15 |
| • Final Exam /CRM Software De | 40 |

**Learning outcomes:**

After the course, the students should be able to appreciate the importance of CRM in today's competitive environment. The students would get a deeper insight to Business and technology issues pertaining to the implementation of CRM projects. They should also be able to analyse current problems and reasons for CRM failures and the cases will help them to get a better understanding of implementation issues.

**Pedagogical approach:**

The course will have a mix of Instructor Led Training, Field Study, Research & working exposure on a well known CRM Software. Students will be required to cite real-life examples through class discussions, presentations etc.

**Materials:****Suggested readings :****Required references**

- Dyche, Jill "CRM Handbook" HRD Press, New Delhi 2002.
- Methew Thomas "Customer Relationship Management" EC-Council, New York 2002.
- Phelps, Graham Roberts "Customer Relationship Management" Hawksmere : London 2001.
- Rajola Federico "Customer Relationship Management" Springer-Verlag, New York, 2003
- HBS Press "Harvard Business Review on Customer Relationship Management" Harvard Business Review Press, Massachusetts, 2002.
- Reality, Vision A. "Performance Driven CRM" John Wiley& Sons Inc., Canada, 2002.

**Additional Readings :****Additional information (if any):****Student responsibilities:**

Attendance, feedback, discipline: as per university rules.

## Modules

### 1. Define Customer Relationship Management (CRM).

- Examine the reasons for high CRM failure rates.
- Understand the value of customer attrition and loyalty.
- Identify the parallel between CRM and change management.

#### *Linked Core Abilities*

- Apply creative thinking to find innovative solutions to business problems
- Identify appropriate sources of data and evaluate the relevance and accuracy of that data
- Demonstrate knowledge and critical understanding of the established principles of the chosen area of study.

### 2. Review CRM and marketing.

- Analyze the customer service aspect as it relates to CRM
- Identify the internal barriers and strengths facing marketing managers in the industry
- Articulate issues of concern for financial institutions implementing a CRM strategy.

#### *Linked Core Abilities*

- Apply creative thinking to find innovative solutions to business problems
- Identify appropriate sources of data and evaluate the relevance and accuracy of that data
- Demonstrate knowledge and critical understanding of the established principles of the chosen area of study.

### 3. Determine effective strategies and tactics for managing the CRM function within a marketing institution.

- Apply the traditional models of customer service to the financial services sector
- Define various processes for CRM implementation
- Identify and discuss various best practices of CRM within the industry
- Assess the impact of technology on the delivery of CRM
- Understand the concept and calculation of customer lifetime value
- Compare and discuss the elements of the promotion mix and critically evaluate their relative importance in the promotion strategy of financial services.

#### *Linked Core Abilities*

- Apply creative thinking to find innovative solutions to business problems.
- Identify appropriate sources of data and evaluate the relevance and accuracy of that data.
- Demonstrate knowledge and critical understanding of the established principles of the chosen area of study.

#### 4. Present an existing CRM project for a current marketing institution

- Determine the appropriate structure for a CRM project.
- Identify characteristics which are relevant to the development of a CRM project for your chosen company.
- Identify objectives for the CRM project.
- Identify and evaluate their existing CRM initiative.
- Articulate methods for the implementation of CRM.
- Articulate methods for the evaluation of the attainment of the objectives for the CRM project.

#### 5. IT Enabled Customer Relationship Management

#### 6. CRM Packages

#### **Course reviewers:**

1. Mr P.S.Narayan  
*Ecoeye, Social and Community Initiatives, Wipro*
2. Mr Brij Sethi  
*Ecoeye, Social and Community Initiatives, Wipro*
3. Mr Rakesh Sharma  
*Strategy & Business Development, Philips Electronics India Limited*
4. Mr Pawan Deep Singh  
*Strategy & Business Development, Philips Electronics India Limited*