



## Lesson Plan

**Program:** BBA

**Semester:** 3<sup>rd</sup>

**Course Code:** BBA-304

**Course Name:** CUSTOMER

RELATIONSHIP MANAGEMENT

### Course Objectives

**(CO1):** Remember and Comprehend basic CRM concepts.

**(CO2):** Understand marketing Insights on application of CRM Process.

**(CO3):** Understand and analyzing Developing CRM Strategy & implementation & consumer decision making strategy

**(CO4):** Develop skills to evaluate the Sales Force Automation

**Session Duration:** 60 minutes

**Participants:** BBA 3<sup>rd</sup> Semester Students

### Entry level knowledge and skills of students

- i. The students opting this course must have complete understanding of marketing management and marketing of services.
- ii. To students should be able to appreciate the value of integration of all the verticals of business for value maximization.

### Equipment required in Classroom/ Laboratory/ Workshop

- i. Projector
- ii. White Board and marker

### Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

### Course Outcomes

**(CO1):** To impart the knowledge of Customer Relationship Management.

**(CO2):** To understand the CRM process and its applicability in retail sector.

**(CO3):** To understand the strategic framework of CRM.

**(CO4):** To understand step-by-step process of CRM and its support system.

**(CO5):** To develop an understanding of CRM in e-commerce.



L. No	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
<b>Unit - 1</b>							
1.	Introduction to CRM	Definition and concepts of CRM, Components of CRM,		Group Discussion	CO1		
2.	Introduction to CRM	Understanding the goal of CRM and Customer Touch Points.		Group Discussion	CO1		
3.							
4.							
5.							
6.							
7.							
8.							
<b>Unit - 2</b>							
9.	CRM Process	Introduction and Objectives of a CRM Process		Case Study	CO2		
10.	CRM Process	an Insight into CRM and e-CRTA/online CRM		Case Study	CO2		
11.	The CRM cycle	Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM,		Group Discussion	CO2		
12.	CRM Process	4C's (Elements) of CRM Process, CRM Process for Marketing Organization,		Group Discussion	CO2		
13.	CRM in Retail Sector	CRM Affiliation in Retailing Sector.		Class Presentation	CO2		



14.							
15.							
16.							
<b>Unit - 3</b>							
17.	Developing CRM Strategy:	Role of CRM in business strategy		Group Discussion	CO3		
18.	Understanding Service Quality	Technical, Functional, and dimensions of service quality,		Group Discussion	CO3		
19.	Customer Communication	Managing Customer communications.		Group Discussion	CO3		
20.							
21.							
22.							
23.							
24.							
<b>Unit - 4</b>							
25.	CRM Implementation	Choosing the right CRM Solution;		Group Discussion	CO3		
26.	Framework for Implementing CRM	A Step-by-Step Process: Five Phases of CRM Projects: Development Customizations ; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off Support.		Group Discussion	CO3		
27.							
28.							
29.							
30.							
31.							
32.							
<b>Unit - 5</b>							



33.	Sales Force Automation	Sales Process, Activity, Contact, Lead and Knowledge Management: Field Force Automation		Group Discussion	CO4		
34.	CRM Links in E-Business	E-Commerce and Customer Relationships on the Internet,		Project Work	CO4		
35.	Supplier Role and Importance	Supplier: Role and Importance		Group Discussion	CO4		
36.							
37.							
38.							
39.							
40.							
<b>Revision</b>							
41.	Customer Touch Points	Type of Touch Points		Tutorial			
42.	Five Phases of CRM Projects	Phases of CRM process		Tutorial			
43.	Technical, Functional, and dimensions of service quality	SERVQUAL Model		Tutorial			
44.							
45.							
46.							
47.							
48.							

**Text Books:**

1. Francis Buttle, Stan Maklan: Customer Relationship Management: Concepts and Technologies (Routledge)
2. Alok Kumar Rai: Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning

**Reference Books:**

1. Bhasin: Customer Relationship Management (Wiley Dreamtech)



2. Dyche: Customer relationship management handbook (Prentice Hall)
3. Peelan: Customer relationship management (Prentice Hall)
4. Kristin Anderson, Carol Kerr: Customer relationship management, McGraw-Hill Professional
5. Chaturvedi: Customer Relationship Management (Excel Books)
6. Sheth J. N., Parvatiyar A. and Shainesh G: Customer relationship management: Emerging Concepts

**Journals:** Nguyen, T. H., Sherif, J.S., Newby, M. (2007). Strategies for successful CRM implementation. *Information Management & Computer Security*, 15(2), 102-115. Retrieved on: 2<sup>nd</sup> September, 2022

**Electronic Database:**

<https://www.emerald.com/insight/content/doi/10.1108/09685220710748001/full/html>