



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous College Affiliated to Bharathiar University) Re-Accredited
by NAAC & ISO 9001:2015 Certified Institution



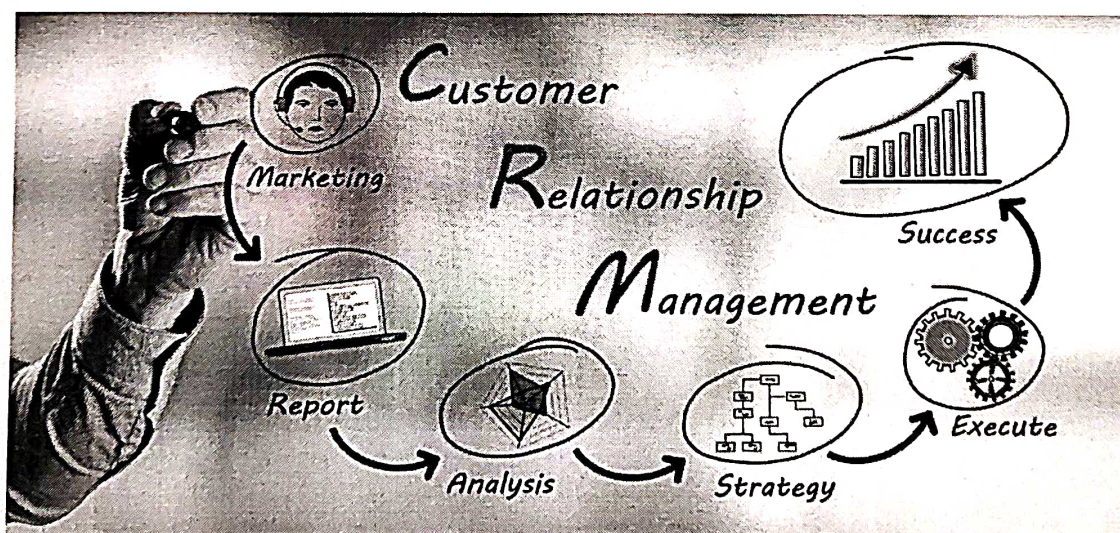
**DEPARTMENT OF COMMERCE
(FINANCE)**

VALUE ADDED COURSE

2022-2023

BROUCHER

**CUSTOMER RELATIONSHIP
MANAGEMENT**



CUSTOMER RELATIONSHIP MANAGEMENT

VALUE ADDED COURSE

Value added courses are offered to students outside the curriculum to enhance their employability skills. These courses instill a spirit of Entrepreneurship and also serve as a motivation to progress towards higher education.

OBJECTIVES

- To initiate students into learning beyond the boundaries of their chosen programmes.
- To expose students to industry requirements.
- To improve employability skills and make students industry ready.
- To provide holistic education to help students emerge as skilled and confident personalities.

COURSE CONTENT

- Evolution of Customer Relationship and Process
- Customer Profitability and Relationship Marketing
- Customer Expectation and Satisfaction Analysis
- Web based Customer Support
- Implementation and Measuring Performance
- E-CRM and Information Technology.



Programme Code:	B.Com - Finance	Programme Title:	Bachelor of Commerce Finance
Course Code:	22UCF6VA	Title	Batch: 2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	-	Department Specific Value Added Course : Customer Relationship Management	Semester: VI
	Tutorial Hrs./Sem.		Credits: 2

Course Objective

The Course is designed to provide basic knowledge about Customer Relationship Management

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To enable the students to understand the fundamentals of Customer Relationship Management	K1
CO2	To enable the students to understand the concepts of CRM	K2
CO3	To analyse the various Customer Satisfaction Measurements	K3
CO4	To enable the students to know the Trends and Issues in CRM	K4
CO5	To Know the Information Technology Tools in CRM	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	M	H	H	H	M	M	H
CO2	H	M	M	M	H	H	M	M	M	H
CO3	M	H	M	H	M	M	H	M	H	M
CO4	H	M	H	H	M	H	M	H	H	M
CO5	H	H	M	M	H	H	H	M	M	H

H-High ; M-Medium ; L-Low

22UCF6VA

Units	Content	Hrs
Unit I	Evolution of Customer Relationship- CRM-Definition-Emergence of CRM Practice- Factors responsible for CRM growth-CRM process-framework of CRM- Benefits of CRM-Types of CRM-Scope of CRM- Significance of CRM-CRM Strategy-Customer Profitability-Features - CRM and Cost Benefit Analysis-CRM and Relationship Marketing.	10
Unit II	CRM Concepts- Customer Value-Customer Expectation-Customer Satisfaction- Customer Centricity- Customer Acquisition-Customer Retention-Customer Loyalty- Customer Lifetime Value-Customer Experience Management- Enterprise Marketing Management- Customer Satisfaction Measurements- Web based Customer Support.	10
Unit III	Trends and Issues in CRM-Measuring the Effectiveness of CRM-Factors Influencing the Future of CRM- Issues and Problems in Implementing CRM- Challenges of CRM Implementation-Performance- Measuring CRM Performance CRM in e-Business (B2B and B2C)-Information Technology Tools in CRM-CRM Metrics-E-CRM in Business-CRM- A Changing Perspective, Features of e-CRM, Advantages of e-CRM.	10
	Total Contact Hrs	30

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	G.Shainesh Jagdish and N. Sheth	Customer Relationship Management:	Laxmi Publications	2020

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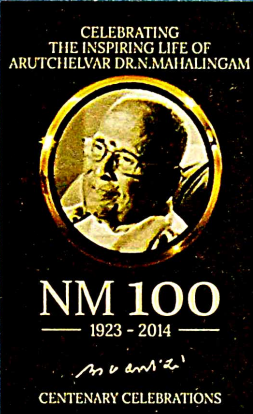
Reference Books

Reference Books				
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Brian Iunma and Eric Klauss	Customer Relationship Management Systems: How to Next-Level	Resonnect	2020
2	Francis Buttle Stan Maklan	Customer Relationship Management Concepts and Technologies	Routledge	2019
3	V. Kumar, Werner Reinartz	Customer Relationship Management Concept, Strategy, and Tools	Springer Berlin, Heidelberg	2018
4	S.Shanmugasundaram	Customer Relationship Management: Modern Trends and Perspectives	PHI Learning Private Ltd	2010
5	Sugandhi, R.K.	Customer Relationship Management	New Age International (P) Ltd., Publishers	2010

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name :	Name : Dr.G.Akilandeswari	Name: Mr.K.Srinivasan	Name: Dr.R.ManickaChezhian
Signature :	Signature :	Signature :	Signature :

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 004
Coimbatore District

D. G. ANILANDESWARI,
 M. Com, CMA, PGDCA, NET
 Associate Professor & Head
 Department of Commerce (Finance)
 NGM College, Pollachi - 642 001.



CERTIFICATE OF COMPLETION



NGM COLLEGE

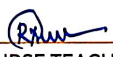
(Autonomous), Pollachi

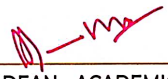
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Value Added Course

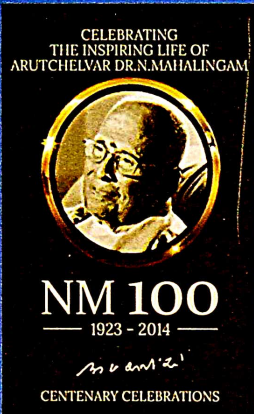
This is to certify that Mr./Ms. GOKULAKRISHNAN - M
of B.COM - FINANCE department
has successfully completed a Value Added Course
entitled CUSTOMER RELATIONSHIP MANAGEMENT and
secured a mark of 67 out of 100


COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL



CERTIFICATE OF COMPLETION



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Value Added Course



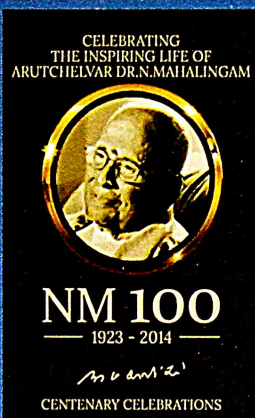
This is to certify that Mr./Ms. Dhanasekaran, E
of B.Sc (CT) department
has successfully completed a Value Added Course
entitled Customer Relationship Management and
secured a mark of 56 out of 100

Drf
COURSE TEACHER

[Signature]
DEAN - ACADEMIC

[Signature]
IQAC CO-ORDINATOR

[Signature]
PRINCIPAL



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Value Added Course

This is to certify that Mr./Ms. Dunainaj P
of B.COM (BPS) department
has successfully completed a Value Added Course
entitled Customer Relationship Management and
secured a mark of 60 out of 100

DJ
COURSE TEACHER

DM
DEAN - ACADEMIC

DM
IQAC CO-ORDINATOR

DM
PRINCIPAL