



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC - 4th Cycle

COURSE DATA SHEET

SEMESTER	I	BATCH	2026
COURSE NAME	CUSTOMER RELATIONSHIP MANAGEMENT	COURSE CODE	26UBHGE1001
COURSE UNITS	V	COURSE TYPE	Generic Elective(GE) - I
CONTACT HOURS (L-T-P)	4 -1- 0	CREDITS	4
OFFERED BY	B.Com Honours	SHIFT (I / II)	Shift I - 8:15 am - 12:50 pm

COURSE OBJECTIVES

1	To understand the concepts
2	To analyze customer information
3	To examine CRM structure
4	To develop knowledge of CRM planning
5	To explore emerging CRM trends such as e-CRM

COURSE OUTCOMES: On completion of the course the students will be able to...

<u>CO</u>	CO Statement	Cognitive Level
CO1	Explain the evolution, concepts, framework, types, processes, and benefits of Customer Relationship Management and its role in relationship marketing.	Understand (K2)
CO2	Examine customer value, customer expectations, customer satisfaction, customer retention, customer loyalty, customer lifetime value, and customer profitability in developing customer-centric strategies.	Analyze (K4)
CO3	Apply CRM planning principles to build customer-centric organizations by setting CRM objectives, defining data requirements, and developing CRM strategies and customer strategy grids.	Apply (K3)



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CO4	Evaluate CRM marketing initiatives, sales force automation, campaign management, call centres, and CRM practices across consumer, service, mass, and manufacturing sectors.	Evaluate (K5)
CO5	Assess the implementation issues, information technology tools, performance metrics, and challenges associated with CRM implementation and measurement.	Evaluate (K5)

SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction CRM – Definition, Concept and Context of Relationship Management – Evolution – Transactional Vs Relationship Approach – CRM as a Strategic Marketing Tool – CRM Significance to the Stakeholders.	15
2	Understanding Customers Customer Information Database – Customer Profit Analysis – Customer Perception – Expectations Analysis – Customer Behaviour in Relationship Perspective – Individual and Group Customers – Customer Lifetime Value – Selection of Profitable Customer Segments.	15
3	CRM Structure Elements of CRM – CRM Process – Strategies for Customer Acquisition – Customer Retention and Prevention of Defection – Models of CRM – CRM Roadmap for Business Applications.	15
4	CRM Planning and Implementation Strategic CRM Planning Process – Implementation Issues – CRM Tools – Analytical CRM – Operational CRM – Call Centre Management – Role of CRM Managers.	15
5	Trends in CRM e-CRM Solutions – Data Warehousing – Data Mining for CRM – Introduction to CRM Software Packages.	15
	Total Hours	75



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TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Jagdish N. Sheth, Atul Parvatiyar, and G. Shainesh , <i>Customer Relationship Management: Emerging Concepts, Tools, and Applications</i> , Tata McGraw-Hill Education, 2001.
	2. Francis Buttle and Stan Maklan , <i>Customer Relationship Management: Concepts and Technologies</i> (4th Edition), Routledge, 2019. (Note: The updated 5th Edition co-authored with Daniel D. Prior was published by Routledge in 2024). 3. H. Peeru Mohamed and A. Sagadevan , <i>Customer Relationship Management: A Step-by-Step Approach</i> , Vikas Publishing House, 2003. 4. Dr. Rinkesh Chheda and Ms. Falguni Mathews , <i>Customer Relationship Management (Semester V - Mumbai University)</i> , Himalaya Publishing House, 2019. 5. Supriya Singh and Bhanu Prakash Verma , <i>Customer Relationship Management</i> , Thakur Publication Pvt. Ltd.
Books For Reference	1. Paramjeet Kaur , <i>Customer Relationship Management (For B.Com 6th Sem NEP Framework)</i> , Kalyani Publishers, 2024. 2. Dr. Sharda Gangwar , <i>Customer Relationship Management</i> , Himalaya Publishing House, 2023. 3. Ed Peelen and Laurence Beltman , <i>Customer Relationship Management (Subsidized Indian Edition)</i> , Pearson India, 2022. 4. Kaushik Mukerjee , <i>Customer Relationship Management: A Strategic Approach to Marketing</i> , PHI Learning, 2017. 5. Dr. Shamsher Singh , <i>Customer Relationship Management</i> , Himalaya Publishing House, 2018.
E-Learning Resources	1. eGyanKosh IGNOU Library: CRM Digital PDF 2. OpenStax Principles of Marketing Digital Text 3. Dharapur College CRM & Pricing Lecture PPTX
	4. Auburn University Marketing & CRM Process PPT 5. DePaul University Strategic CRM Operations PPT



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PEDAGOGY (TEACHING METHODOLOGY):

- Classroom Teaching
- Concept Lectures
- Brand based Discussions
- Case Studies
- Group Tasks
- Mini Projects

CO-PO AND CO-PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	1	2	1	1	3	2	2
CO2	3	3	2	2	2	2	3	3	2
CO3	3	2	3	3	2	2	2	3	2
CO4	3	3	3	2	2	2	2	3	2
CO5	3	3	3	3	3	2	2	3	3
Average	3	2.6	2.4	2.4	2	1.8	2.4	2.8	2.2

Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING

CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	Provides fundamental knowledge of Customer Relationship Management concepts, evolution, and relationship marketing.
	PO2	2	Develops understanding of customer-centric business practices and organizational functions.
	PO3	1	Introduces basic CRM strategies for solving simple business problems.
	PO4	2	Enhances awareness of CRM frameworks and business applications.



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	PO5	1	Familiarizes students with basic CRM technologies and digital tools.
	PO6	1	Promotes ethical customer relationship practices and stakeholder orientation.
	PSO1	3	Strengthens core commerce and marketing knowledge.
	PSO2	2	Supports application of CRM concepts in business environments.
	PSO3	2	Introduces digital customer relationship practices.
CO2	PO1	3	Builds knowledge of customer value, profitability, and customer lifetime value.
	PO2	3	Develops analytical skills to interpret customer information and behaviour.
	PO3	2	Applies customer analysis for effective marketing decisions.
	PO4	2	Evaluates customer expectations and profitable customer segments.
	PO5	2	Uses customer databases and analytical techniques for CRM decisions.
	PO6	2	Encourages customer-oriented and ethical decision-making.
	PSO1	3	Enhances business analytical competency.
	PSO2	3	Supports customer-centric business strategy development.
	PSO3	2	Develops analytical capability using customer information.
CO3	PO1	3	Strengthens knowledge of CRM processes and relationship strategies.
	PO2	2	Analyzes customer acquisition, retention, and defection prevention strategies.
	PO3	3	Applies CRM models and processes to business situations.
	PO4	3	Evaluates CRM frameworks for organizational applications.
	PO5	2	Utilizes CRM tools in business problem-solving.
	PO6	2	Encourages responsible customer relationship management practices.
	PSO1	3	Supports strategic business management competencies.



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	PSO2	3	Develops practical CRM implementation skills.
	PSO3	2	Enhances application of CRM technologies.
	PO1	3	Builds knowledge of CRM planning and implementation practices.
CO4	PO2	3	Evaluates CRM implementation challenges and organizational effectiveness.
	PO3	3	Applies analytical and operational CRM for business improvement.
	PO4	2	Assesses CRM performance and customer service systems.
	PO5	3	Demonstrates the use of CRM software, automation, and call centre technologies.
	PO6	2	Promotes professionalism in managing customer relationships.
	PSO1	2	Enhances managerial competency in CRM implementation.
	PSO2	3	Strengthens decision-making through CRM planning.
	PSO3	2	Develops technology-enabled customer management skills.
CO5	PO1	3	Expands knowledge of emerging CRM technologies and digital innovations.
	PO2	3	Evaluates technology-driven CRM practices and business performance.
	PO3	3	Applies e-CRM and data-driven solutions to business contexts.
	PO4	3	Assesses the effectiveness of CRM software and information systems.
	PO5	3	Demonstrates competency in e-CRM, data warehousing, data mining, and CRM software packages.
	PO6	2	Encourages ethical use of customer information and digital technologies.
	PSO1	2	Supports digital transformation in commerce and management.
	PSO2	3	Develops business technology and customer relationship competencies.
	PSO3	3	Strengthens employability in CRM, analytics, and digital business applications.