



## SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, MSc, Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

### Sub Committee - Specialization for Curriculum Development

**Course Name :** Electronic Customer Relationship Management

**Course Code :** T3676

**Faculty :** Computer Studies

**Programme Type :** PG

**Course Credit :** 3

**Course Level :** 4

**Sub-Committee (Specialization) :** IT Infrastructure Management

**Batch :** 2021

**Learning Objectives :**

To understand the insights of Ecommerce business.

Students can understand the Information analytics tools & the role of Business Intelligence in CRM.

To implement CRM evaluation using various tools.

Understand role and challenges in CRM.

Study the impact of Non usage of IT Tools in CRM.

<b>Books Recommended :</b>	<b>Book</b>	<b>Author</b>	<b>Publisher</b>
	Customer Relationship Management	Francis Buttle	A Butterworth-Heinemann
	Customer Relationship Management: Getting It Right!	Judith W. Kincaid	PRT
	Customer Relationship Management: The Foundation of Contemporary Marketing Strategy	Robert J. Galka and Roger J. Baran	S.Chand (G/L) & Company Ltd

<b>Course Outline :</b>	<b>Sr. No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>CRM Theory &amp; Development ? Introduction to Customer Relationship Management, History and Development of CRM, and Relationship Marketing. This module also explores the issues related to Organizational structure and CRM. Impact of CRM on marketing</b>	<b>10</b>
	2	<b>Data, Information &amp; Technology- The CRM Technology and Data Platforms, Database and Data Management, and the role of Business Intelligence (BI) in CRM.</b>	<b>8</b>
	3	<b>Understanding the business-to-business (B2B) and business-to-customer (B2C) contexts of CRM. CRM: Impact on Sales &amp; Marketing Strategy. The impact of Customer Relationship management on Sales &amp; Marketing Strategy. Introduction to IT tools used in CRM.</b>	<b>12</b>
	4	<b>CRM Evaluation In the CRM Evaluation module, several categories of measurement of CRM effectiveness including CRM?'s impact on company efficiency, effectiveness, and employee behavior are discussed</b>	<b>7</b>

5      **Privacy, Ethics and Future of CRM, Innovative strategies and Tools used in real corporate life. Study of various security frameworks for CRM**      8

**Pre Requisites :**

Introduction to Basics of Marketing.  
Digital Marketing Techniques.

**Evaluation :**

Quiz  
Class test  
case studies  
Assignment

**Pedagogy :**

Lecture & Discussion

Case study  
Assignment  
Project Presentations

**Expert :**

Mr. Sanjay Karampuri,,Maersk GBS Pune