

H. L. College of Commerce (Autonomous)

Self-Financed Programmes

B.Com. (Hons.) Banking and Financial Services Syllabus

Sem: 4	Course Code:	Course Title: Customer Relationship Management
Credits: 2	AEC209-2C	Course Category: Ability Enhancement Course

Course Objective: The course aims to develop a comprehensive understanding of Customer Relationship Management (CRM) and its strategic significance in modern business environments. It emphasizes the importance of building and sustaining strong customer relationships for entrepreneurial success. Students will explore practical CRM techniques, understand the role of analytical CRM, and examine CRM models applicable across manufacturing and service industries. The course encourages further research in evolving areas of CRM implementation, challenges, and technological advancements.

Course Outcomes: Upon successful completion of this course, students will be able to:

CO	Cognitive Abilities	Course Outcomes
CO1	Remembering	Recall fundamental CRM concepts, terminology, and models used in various industries.
CO2	Understanding	Understand the role of CRM in enhancing customer satisfaction and business competitiveness.
CO3	Applying	Apply CRM tools and techniques to real-world customer engagement and retention strategies.
CO4	Analyzing	Analyze the interconnection between CRM and various business functions like marketing, sales, and service.
CO5	Evaluating	Evaluate challenges and success factors in implementing CRM systems across different sectors.

Course Content

Unit No.	Unit Contents	Sessions Allotted
1	Customer Relationship Management - Concept - Introduction to CRM - definition, evolution, types - Emergence of CRM, principles of CRM - Technological components of CRM and software applications in CRM - Integration of CRM in organizations - customer-centric approach - Challenges and best practices in CRM	7
2	CRM Process & Analytical CRM - CRM as a process and 4 C's of CRM process - CRM cycle and CRM process in marketing and service organizations	8

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Unit No.	Unit Contents	Sessions Allotted
	- Analytical CRM - Introduction to database management, levels of data abstraction, categorization of databases, database applications in industry, data warehousing, and integrating data with data warehousing.	
3	Fundamentals of CRM in Banking - Concept and evolution of CRM - Importance of customer satisfaction, loyalty, and retention - Classification of banking customers: Individual, SME, HNI, Corp. - Customer lifecycle and engagement strategies - Introduction to service quality: SERVQUAL model	7
4	Branch Banking Operations and Customer Handling - Customer Relationship Executives/Managers at branches - Role - Banking products & services: CASA, loans, deposits, investments - Welcome desk, onboarding procedures, documentation essentials - Queue management and service delivery models - Customer complaint handling & grievance redressal mechanisms (RBI guidelines)	8

Recommended Reading:

1. Reference Books:

1. N. H. Mullick, Customer Relationship Management, Oxford University Press, 2016.
2. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Application, TMH, 2000.
3. Ken Burnett, Customer Relationship Management: The Handbook of Key, Pearson Education, 2021.
4. Ed Peelen & Rob Beltman, Customer Relationship Management, Pearson Education, 2013.

2. Assessment Techniques:

- 1) Class participation, discussions and attendance
- 2) MCQs / Quizzes
- 3) Assignment project for real-world application of the learnings