

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: COMMERCE & MANAGEMENT

PROGRAMME: B.COM (BANKING AND INSURANCE)

SEMESTER: IV

**NOMENCLATURE OF THE COURSE: CUSTOMER RELATIONSHIP
MANAGEMENT**

NEP Vertical: SEC

Credit: 2

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025- 2026)



Programme:	B.COM (BANKING AND INSURANCE)
Nomenclature of the Course	CUSTOMER RELATIONSHIP MANAGEMENT
Total Marks	50
Semester:	IV
Academic year	2025-26

LEARNING OBJECTIVES:

1. Understand the Core Concepts of CRM.
2. Formulate customer segmentation strategies and retention techniques.
3. Gain hands-on experience with CRM platforms like HubSpot, Odoo, and Zoho
4. Import and organize customer data for effective segmentation and analysis.

COURSE OUTCOMES:

1. To understand the fundamentals of CRM and its role in business.
2. To explore strategies for building and managing customer relationships.
3. To study CRM's impact on marketing, sales and customer service.
4. To develop practical knowledge of implementing CRM systems in businesses.

Unit	Course Content	Andragogy	No of Lectures
1.	<p>FUNDAMENTALS OF CRM & THE CUSTOMER LIFECYCLE</p> <ol style="list-style-type: none"> a. CRM – Concept, significance, benefits & challenges faced in implementing CRM. b. Introduction to CRM platforms – setting up a CRM account, and navigating through basic features. c. Customer Lifecycle – Stages from acquisition to retention, Customer Segmentation – Importance, methods. d. Designing Customer retention strategies and customer feedback mechanisms. 	<p>Hands-on practical projects, lectures, group discussions, Presentations.</p>	15
2.	<p>CRM STRATEGIES AND THE FUTURE OF CRM</p> <ol style="list-style-type: none"> a. CRM in different sectors – Retail, banking, healthcare, and E-commerce. b. Role of CRM in creating personalized and targeted marketing campaigns, Cross-selling, and Upselling. 	<p>Hands-on practical projects, lectures, group discussions, Presentations.</p>	15

	<p>c. Overview of popular CRM tools – Odoo, Zoho & HubSpot.</p> <p>d. Emerging trends in CRM – Predictive analysis, IoT, AR/VR in customer interactions.</p>		
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SUGGESTED READINGS

- Helgeson, L. (2016). *CRM for dummies*. Wiley.
- Kandampully, J. (2014). *Do you CRM me? An analytical guide to customer relationship management*. Emerald Group Publishing.
- Ramanathan, J. (2020). *Cold email book 7: HubSpot CRM simplified*. Independently published. Bardicchia,