

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

Syllabus for Approval	BoS meeting held on:	AC meeting held on:
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Board of Studies: COMMERCE & MANAGEMENT

Sr. No.	Heading	Particulars
1	Nomenclature of the Course	Customer Services and Relationship Management
2	Eligibility for Admission	
3	Passing Marks for eligibility	
4	Regulations	College Regulations on Admission
5	Programme	M.COM (Banking & Finance)
6	Semesters	Semester: III
7	NEP Vertical	Major Mandatory
8	Credit	Four (4)
9	Level U.G/PG	PG
10	Pattern	Semester
11	Status (Revised or New) If revised, % of change)	REVISED <u>5%</u>
12	To be implemented from Academic Year	From the Academic Year: 2025-2026

Date:

DR. LAILA PATEL
(Chairperson)

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



BOARD OF STUDIES: COMMERCE & MANAGEMENT

PROGRAMME: M.COM (Banking & Finance)

SEMESTER: III

**NOMENCLATURE OF THE COURSE: Customer Services and
Relationship Management**

NEP Vertical: Major Mandatory

Credit: 4

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



Program: Masters of Commerce (Banking & Finance)				Semester : III	
Course : Customer Services and Relationship Management				Code:	
Academic Year: 2025-2026		Batch: 2024-2026			
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	Nil	Nil	04	40 marks/40% of the total marks	60 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> • To analyze the various types of CRM and their applicability in different business contexts. •To explore the role of web-based customer support in enhancing customer relationships. •To recognize CRM as a strategic business approach and its integration with customer knowledge management and interaction management.
Learning Outcomes :	<ul style="list-style-type: none"> •Students will understand the significance of web-based customer support in enhancing customer relationships. •Students will be able to formulate a CRM implementation roadmap and evaluate CRM performance using appropriate metrics. •Students will recognize CRM as a strategic business approach and its integration with customer knowledge management and interaction management.

Detailed Syllabus: (per session plan) } to be submitted along with Teaching Plan

Session Outline For (name of the course) }

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used (only pointers)	Module Wise Duration/ Lectures
1.	Evolution of Customer Relationship and CRM Concept A) CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.	Lectures, group discussions, case studies, and	15 hours

	<p>Three Forms of CRM, The Changing Face of CRM, Misunderstandings about CRM, CRM Constituencies, Models of CRM, Customer Satisfaction and CRM, Relationship Management Theories.</p> <p>B) Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support. Prospecting, Operational CRM Tools that Help Customer Acquisition, Total Quality Management, Customer Experience (CX).</p>	interactive lectures	
2.	<p>Customer Portfolio Management & Automation</p> <p>A) Customer Portfolio Management (CPM), Basic Disciplines for CPM, Customer Portfolio Models, The Seven Core Customer Management Strategies.</p> <p>B) Marketing Automation, Benefits of Marketing Automation, Software Applications for Marketing, Product Lifecycle Management, Service Automation, Customer Service Standards, Software Applications for Service. .</p>	Lectures, group discussions, case studies, and interactive lectures	15 hours
3.	<p>CRM Planning and Implementation</p> <p>A) Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid. Issues and Problems in implementing CRM.</p> <p>B) Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.</p>	Lectures, group discussions, case studies, and interactive lectures	15 hours
4.	<p>Analytics in Customer service and relationship mismanagement</p> <p>A) Changing patterns of E-CRM, Framework for deploying Value of Customer Relationship in an Organization, Role of Artificial Intelligence (AI) in Customer service. relationship mismanagement</p> <p>B) Customer-Related Database, Developing a Customer Related Database, Analytics for CRM Strategy and Tactics, Data Mining for CRM.</p>	Lectures, group discussions, case studies, and interactive lectures	15 hours

REFERENCE BOOKS

- "CRM Strategy and Implementation: A Practical Guide" by Anjali Bhatt, 2017, Tata McGraw-Hill Education
- "Customer Relationship Management: Planning and Execution" by Rajiv Mishra, 2020, Pearson India Education Services Pvt. Ltd.
- "Customer Centricity in CRM: Concepts and Applications" by Arvind Kalia, 2018, S. Chand & Company Ltd.
- "CRM in Indian Context: Strategies and Implementation" by R. S. Nirankari, 2019, PHI Learning Pvt. Ltd.

RUBRICS FOR CONTINUOUS EVALUATION

Internal Assessment (40% of 100 marks) - 40 Marks

Sr No.	Examination Method	Marks
1	MCQs Test for Internal Assessment	20
2	Assignment	10
3	Presentation / Viva-Voce	10
	TOTAL	40

QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

Maximum Marks: 60

Duration: 2 Hours

All Questions are compulsory

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR	15
	B. Full Length Theory Question	
2	A. Full Length Theory Question OR	15
	B. Full Length Theory Question	
3	A. Full Length Theory Question OR	15
	B. Full Length Theory Question	
4	A. Full Length Theory Question OR	15
	B. Short Notes: Answer any 3 out of 5 given (5 marks each)	

Note: The Full length theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively.