<u>**Department of Management**</u>
<u>**Amrita Vishwa Vidyapeetham**</u>
<u>**Kochi**</u>
<u>**Customer Relationship Management (CRM)**</u>
<u>**Course Outline -2017-19**</u>

Introduction

In today's corporate world staying competitive, efficient and effective, are key to being successful. While there are a number of initiatives and programs a company will employ in its quest for excellence, one of the key areas are standard best practices in the form of repeatable and effective processes. Processes are best implemented through automation and thus we have many software applications that are mission critical to the proper functioning of an organization. Thus, you hear of ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), SCM (Supply Chain Management), HRMS (Human Resource Management Systems), to name a few.

Course Objectives

This course is focused on the holistic understanding of customer relationship management. It is important that such a course gives students a real world understanding of CRM. How do organizations implement CRM such that it benefits their business needs? How has CRM helped define best practices and customer management methodology? How has CRM allowed for decision making, evolved relationships to a higher level of understanding and more meaningful interactions? The course seeks to give students exposure to all these questions and more. The objective at the end of this course is for a student to be able to:

• Understand and describe a customer relationship management application,
• Understand how it has been successfully implemented in various organizations and what does it take to ensure a successful implementation
• Participate and interact meaningfully in a corporation where CRM has been implemented or to be able to participate in an implementation of CRM by understanding the business case and importance of implementing such a system in an organization.

Course objectives and Outcomes

LG CO	Critical and integrative Thinking	Effective written and oral communication	Societal and Environmental Awareness	Ethical Reasoning	Leadership
CO1: Knowledge	3	0	1	2	1
CO2: CRM application	3	0	1	2	0

| CO3: Decision making | 3 | 1 | 1 | 2 | 1 |

Course contributes mostly to: Employability/ Skill Development
Course Description

In order to achieve the stated objective, the course will be divided into three distinct sections. In the first part of the course, students will be given an appreciation of the roots and history of CRM, which started in the early days as SFA (sales force automation) and service automation. From this, the application matured as additional functionality like marketing, product configuration and business intelligence were added and what goes into the design and building of such systems. This first section will go through the core modules as well as optional modules that comprise a CRM application to give students a complete understanding of the features and functionality of CRM. In the process, students will understand what are the integral processes within an organization that are automated and how does the automation create predictability and efficiencies.

Once the students get a basic understanding of CRM, the second section of the course will focus on case studies. Through the in-depth discussion of 2-3 case studies, students will be shown how different organization customize a CRM application to suit their business needs. Some organizations are structured to be very customer centric – such an organization can have CRM be mission critical and touching all major aspects of their business. There are other businesses that will utilize portions of a full blown CRM application and might combine it with other applications like ERP to provide the desired best practices and automation in their organizations. Students will gain an insight into business drivers, and what it takes to successfully implement a CRM application in a company. Students will also see what can be failure points in implementing CRM, and this discussion will give students a more holistic view on what it takes to implement mission critical systems in an organization.

The final section of the course will focus on businesses, which have implemented successful CRM initiatives in their companies, and will seek to answer the question – what next? Any automation creates freedom from mundane activity; this in turn allows processes and functions to evolve into higher services levels, deeper complexity, more meaningful/intelligent/creative initiatives and activities. This section will look at business intelligence, cross selling/up selling, customer loyalty, continuous improvement and quality programs that have been the direct and ongoing result of implementing CRM applications.

Evaluation Criteria:

Quiz: 20 % Weightage
Project: 20 % Weightage
Assignment, Case discussions, Viva: 30% Weightage
End Term Exam: 30% Weightage

Course Facilitator: Ms. Sandhya G.