

Customer Relationship Management



ST ALOYSIUS
(DEEMED TO BE UNIVERSITY)
MANGALURU 575003-INDIA
SCHOOL OF COMMERCE, FINANCE AND
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Customer Relationship Management

Course Coordinator : Ms. Helma Rodrigues

Duration : 30 hours
Fees: Rs.500

Proposal for
Certificate Program on
Customer Relationship Management

Submitted to
The Principal
&
Coordinator Certificate Program
St Aloysius College (Autonomous)

Submitted by
Department of Commerce

Certificate Program Coordinator
Helma Rodrigues

Course Details

Course type: Certificate Programme

Title: Customer Relationship Management

Objectives:

- To learn how to shift from a short-term customer transaction-based mode of operation to a long-term relationship mode
- To understand the benefits of having strong customer relation

Expected learning outcome/skills

- Learner would become familiar with Customer retention, Customer centricity, Customer lifetime value, Customer value management
- Learner would become familiar with Applications of CRM in different industries

Certificate program includes:

- Expert in the field as guest lecture guiding the students.
- Interactive session for better understanding and elucidation of core concept.
- Discussion and assignments for knowledge assessment.

Who can participate?

Faculty members, UG students

Duration of the program: 2 months/ No of hours: 30

Course fee: Rs 500

Syllabus

Chapter 1 Introduction to CRM

- Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM

Chapter 2 : Building Customer Relationships

- The why's and how's of building relationships with customers.

Chapter 3 : Economics of CRM

- Lifetime value of customer, Activity based costing for customer profitability analysis

Chapter 4 : CRM Applications

- Applications of CRM in different industries

Chapter 5 : CRM in Business Markets

- CRM practices in Business Markets

Chapter 6 : CRM implementation

- CRM implementation process, precautions related to CRM implementation

Scheme of examination and assessment

Continuous internal assessment	Assignment 80 marks
Final assessment	MCQ 20 marks

Grades will be awarded based on the marks obtained by the candidates in assignments and final assessment (80+20=100marks)

Mode of teaching: online