

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – IV) (W.E.F. January 2014)

Specialization: Banking & Insurance (B & I)

Subject Name: Customer Relationship Management in Banking & Insurance (CRM-BI)

Subject Code : 2840603

1. Course Objective: The objectives of the course are:

- To help students understand the concept and practice of CRM and applications across businesses.
- To give students ability to develop and manage CRM projects.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	Introduction to CRM: CRM and its relationship in business, Emergence of CRM practice, CRM Cycle, Stakeholders in CRM, Customers and CRM programme: Behavioral Dimension, Strategic Issues in CRM, Relationship Management in Business to Business (B2B) Commerce, Building Customer loyalty Business to Business Commerce, Cross Border B2B Relationship with Intermediaries, Relationship Marketing for Creating Value in Business Market, Managing Relationships in Supply Chains of the 21st Century.	7	17
II	Technological tools for CRM: Data Mining for CRM, Changing patterns of E-CRM Solutions in the Future, Framework for deploying Value of Customer Relationship in an Organization, E-CRM deriving values of Customer Relationship, Implementing a Technology based CRM solutions	7	17
III	Implementing CRM: Optional allocation rules for CRM, Measuring the effectiveness of relationship marketing, The	7	18

	past, present and future of CRM, Characteristics of a Good Customer Satisfaction Survey, Contact Management, Organizing for CRM		
IV	CRM Strategies: Relationship Marketing Strategies and Customer Perceived Service Quality, Organizing for Relationship Management, Strengthening Relationships that lead towards increased Business, CPA Firms, Winning strategies and processes for effective CRM in Banking	7	18
V	Practical Module: Implementing CRM in various service sectors like Banking, Insurance, Airlines, Telecommunications, etc.	8	Internal Evaluation (20 Marks Of CEC)

4. Teaching Method:

- (a) Lectures, simulation exercise, etc.
- (b) Experience sharing with entrepreneurs by visiting industry, guest talks and live projects.
- (c) Project Assignment/Quiz/Class Participation, etc.

5. Evaluation:

A	CEC- Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	50 marks (Internal Assessment)
B	Mid-Semester examination	Weightage 30% (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Alok Kumar Rai	Customer Relationship Management	PHI	Latest Edition
T2	Ed Peelen	Customer Relationship Management	Pearson	Latest edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	Paul Greenberg	CRM at the Speed of Light	Tata McGraw-Hill	Latest Edition
R2	G. Shainesh	Customer Relationship Management	Tata McGraw-Hill	Latest Edition
R3	Mittal R.K., Saini A.K. & Dhingra	Emerging Trends in the Banking sector	Macmillan	Latest Edition

	Sanjay			
R4	Mohammed, H. Peeru and a Sagadevan	Customer Relationship Management	Vikas Publishing House	Latest Edition
R5	Paul Greenberge	CRM-Essential Customer Strategies for the 21st Century	Tata McGraw Hill	Latest Edition
R6	William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert	Customer Relationships Management	Wiley	Latest Edition
R7	Alex Berson, Stephen Smith, Kurt Thearling	Building Data Mining Applications for CR	Tata McGraw Hill	Latest Edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

- International Journal of Electronic CRM
- Journal of Services Marketing (Emerald, American Marketing Association)
- Journal of Financial Services Marketing
- Journal of Banking
- Publications and Papers published by **National Institute of Bank Management (NIBM)**

9. Session Plan:

Session	Topics to be covered
1-2	Introduction to CRM: CRM and its relationship in business, Emergence of CRM practice, CRM Cycle, Stakeholders in CRM
3-4	Customers and CRM programme: Behavioral Dimension, Strategic Issues in CRM
5-6	Relationship Management in Business to Business (B2B) Commerce, Building Customer loyalty Business to Business Commerce, Cross Border B2B Relationship with Intermediaries
7	Relationship Marketing for Creating Value in Business Market, Managing Relationships in Supply Chains of the 21st Century
8	Technological tools for CRM: Data Mining for CRM, an Overview
9-10	Framework for deploying Value of Customer Relationship in an Organization
11-12	Changing patterns of E-CRM Solutions in the Future, E-CRM deriving values of Customer Relationship
13-14	Implementing Technology based CRM solutions, an Overview
15	Implementing CRM: Optional allocation rules for CRM
16	Measuring the effectiveness of relationship marketing
17	The past, present and future of CRM

18-19	Characteristics of a Good Customer Satisfaction Survey
20-21	Contact Management, Organizing for CRM
22-23	CRM Strategies: Relationship Marketing Strategies and Customer Perceived Service Quality
24-25	Organizing for Relationship Management, Strengthening Relationships that lead towards increased Business, CPA Firms
26-28	Winning strategies and processes for effective CRM in Banking, Insurance, Airlines, Telecommunications, etc.
29-36	Practical Module: Implementing CRM in various service sectors like Banking, Insurance, Airlines, Telecommunications, etc. Case Studies / Visits, Presentations by Students.