Sub Committee for Curriculum Development

Specialization: IT Management

Course Name: E–Customer Relationship Management

(UG/PG): UG

Number of Credits: 2

Level: 2

Learning Objective(s): To acquaint student about the fundamentals of CRM and e-CRM. Students will familiarize with benefits and functionality of each component, Sales forces automation, Customer service and support which helps them for implementation of e-CRM.

Pre-requisites: Nil

Pedagogy:

Classroom Sessions
Research paper discussion
Case Study

Course Outline:

Sr. No	Topics	Hours
1	Introduction to CRM What is customer? How do we define CRM? CRM technology components, customer life style, customer interaction. Introduction to e-CRM, concept of e-CRM, components of e-CRM, benefits of e-CRM, e-CRM functions, Difference between CRM and e-CRM, features of e-CRM, e-CRM process	7
2	e-CRM process and tools Sales Force Automations, Mobile/ Wireless CRM, Analytical CRM, Real time CRM etc. Web mining for e-CRM, e-CRM linguistic technologies for customer service/contact center, e-CRM infrastructure, CRM and ERP	8
3	Sales Force Automation (SFA) Definition and need of SFA, barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools	8
4	Analytical e-CRM: Role of Data warehousing and Data mining in e-CRM, online analytical processing (OLAP)	4
5	Cases in e-CRM	3
	Total	**30**

Book Recommended:

1. CRM at the speed of light by Paul Greenberg, YMH 2nd edition.
2. E-CRM Concepts and Cases by Madhavi Garikaparthi
3. CRM at the speed of light by Paul Greenberg, YMH 2nd edition.
4. Customer Relationship Management by V Kumar, Werner J Reinartz, WILRY India edition.
5. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM
6. E-Commerce A managerial Perspective: P T Joseph
7. The CRM handbook by Jill Dyche.

Research Papers/Articles recommended for reading:

1. Romano, Nicholas C. and Fjermestad, Jerry L. (2009) Preface to the focus theme on eCRM. Electronic Markets 19(2-3) 69-70.
2. Pan, S. L., & Lee, J. N. (2003). Using e-CRM for a unified view of the customer. *Communications of the ACM*, *46*(4), 95-99
3. Feinberg, R., & Kadam, R. (2002). E-CRM Web service attributes as determinants of customer satisfaction with retail Web sites. *International Journal of Service Industry Management*, *13*(5), 432-451.
4. Lee-Kelley, L., Gilbert, D., & Mannicom, R. (2003). How e-CRM can enhance customer loyalty. *Marketing Intelligence & Planning*, *21*(4), 239-248.
5. Chang, T. M., Liao, L. L., & Hsiao, W. F. (2005, March). An empirical study on the e-CRM performance influence model for service sectors in Taiwan. In e-Technology, e-Commerce and e-Service, 2005. EEE'05. Proceedings. The 2005 IEEE International Conference on (pp. 240-245).

Suggested Evaluation Methods:

Viva
Case Study
Presentation
Assignments
Quiz
Written test

Parallel/Similar courses the existing curriculum:

S.No.	Name of the course	Institute where it was offered

Name of Member	Dr. Pravin S. Metkewar	Mrs. Anuja Bokhare
Designation	Associate Professor	Assistant Professor
Org. / Inst.	SICSR, Pune 16.	SICSR, Pune – 16.
Signature		

Name of the Expert:

Signature:

Date: