

# POST GRADUATE DIPLOMA IN CUSTOMER RELATIONSHIP MANAGEMENT (PGDCRM)

## PROGRAMME CURRICULUM

### Semester - I

#### 1. Principles & Practices of Management (PPM)

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading: Directing • Communicating • Motivating
11. Controlling
12. Coordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

#### 2. Marketing Management

1. Basic Concepts of Marketing
2. The Marketing Environment
3. Market Oriented Strategic Planning
4. Competition and Competitive Strategy
5. Market Research and Demand Forecasting
6. Consumer Behavior
7. Market Segmentation and Selecting Target Markets
8. Positioning
9. Product Concepts
10. Distribution Channels and Marketing of Services
11. Strategic Pricing
12. Integrated Marketing Communications (IMC)

#### 3. Customer Relationship Management (CRM)

1. Introduction to customer Relationship Management
2. Customer Satisfaction and Loyalty
3. Relationship and Retention
4. Services Marketing and CRM
5. Data Management
6. Sales Force Automation
7. Implementing a CRM Programme
8. Effective CRM Today and Tomorrow

#### 4. Consumer Behaviour

1. Consumer Behaviour
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

# POST GRADUATE DIPLOMA IN CUSTOMER RELATIONSHIP MANAGEMENT (PGDCRM)

## PROGRAMME CURRICULUM

### Semester-II.

#### 1. Advanced CRM

1. CRM Concepts
2. CRM through Effective Customer Complaints Handling
3. Call Centre to Contact Centre to Customer Interaction Centre
4. Sales Force Automation
5. Architectural Map for CRM Implementation
6. Industry Specific CRM Cases
7. Operational CRM
8. Analytical CRM
9. Customer Experience Management (CEM)

#### 2. Sales and Distribution Management

##### Part-I- Sales Management

1. Introduction to Sales Management
2. Personal selling
3. Effective Sales Executive
4. Sales Planning and budgeting and forecasting
5. Sales force Recruitment, Selection and training
6. Sales Quota and Compensation sales Personnel
7. Leading & Motivating the Sales Personnel
8. Evaluation & Control of Sales force
9. Sales Territory
10. Key Account Management

##### Part- II- Distribution Management

1. Introduction to Distribution Management
2. Retailing and Wholesaling
3. Warehousing
4. Transportation
5. Distribution Channels in Services
6. Distribution Planning & Control

#### 3. Service Marketing

1. Introduction to Services
2. Customer Expectations & Service Perceptions
3. Service Models & New product Development
4. Pricing & Service Delivery
5. Service Promotion
6. The People Dimension of Services
7. Service Process blueprinting & Physical Evidence
8. Service Quality

#### 4. CRM in Service Industry

1. An Introduction to Service Industry
2. Understanding Services
3. Understanding CRM
4. Relationship between Service & CRM
5. Internal Marketing: People Dimension of Service & CRM
6. Service Management & Productivity
7. Service Quality & Customer Satisfaction
8. CEM-Customer Experience Management for Service Business

# POST GRADUATE DIPLOMA IN CUSTOMER RELATIONSHIP MANAGEMENT (PGDCRM)

## PROGRAMME CURRICULUM

### Semester-III

#### 1. Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology

#### 2. B2B Markets and CRM

1. Introduction to Business Marketing
2. Buyer Behaviour
3. Enterprise Selling
4. Elements of Enterprise selling
5. Segmentation
6. Targeting & Sales Planning
7. Relationship Marketing & CRM
8. Product Differentiation of Business Products
9. Pricing
10. Customer Service Management
11. Product Differentiation & Solution
12. B2B Hub
13. International Business
14. Marketing Communication

#### 3. Marketing Research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire- Design Development
5. Scaling Methods
6. Data Collection Primary / Secondary
7. Data preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process & Design
11. Specified Techniques in Market Research
12. Market and Sales analysis Research
13. New Product Development & Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments

#### 4. E- Business

1. Computer Network
2. Web Publishing
3. E-Commerce
4. The Web Presence
5. E- Marketing
6. Technologies for E-Commerce
7. Electronic Data Interchange (EDI)
8. E-Payment
9. E-Security
10. E-Services
11. E-Business- An Evaluation
12. E-Business Intelligence
13. M-Commerce
14. The impact of e-business on different fields and industries
15. Case Studies

# POST GRADUATE DIPLOMA IN CUSTOMER RELATIONSHIP MANAGEMENT (PGDCRM)

## PROGRAMME CURRICULUM

### Semester IV

#### 1. Consumer Protection Act, 2019

1. Introduction to Consumer Protection Act, 2019
2. Consumer' Under Consumer Protection Act
3. Consumer Disputes Redressal Agencies
4. Procedure for Filing Consumer Complaint
5. Appeals
6. Enforcement of Orders and Other Relevant Provisions
7. Forms

#### 2. Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
5. Data Collection and Measurement
6. Sampling and Sampling Technique
7. Observation
9. The Interview Method
8. The Questionnaire Method
9. The Survey Method
10. The Experimental Method
11. Scaling Techniques and Attitudes  
Measurement Techniques
12. Data Presentation, Processing and Analysis

#### Project

Student is required to submit a project by the end of Semester IV.