

Indian Institute of Technology Guwahati
Proposal for a New Course/ Revision of a Course

Course Number & Title: BM 644H & Customer Relationship Management	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity,)</p> <p>Introduction to Customer Relationship Management (CRM) & Understanding relationships; Foundations of CRM; Creating Value for Customer; Customer Portfolio Management; Customer Acquisition; Customer Retention; Customer Loyalty, Rewards and Satisfaction; Customer Experience; Word-of-Mouth Referral; Artificial Intelligence (AI) & CRM.</p>	
<p>Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".</p>	
Texts: (Format: Authors, <i>Book Title</i> in <i>Italics</i> font, Volume/Series, Edition Number, Publisher, Year.)	
1.	Buttle, F., & Maklan, S., <i>Customer Relationship Management: Concepts and Technologies</i> , 4 th Edition, Routledge, 2019.
2.	Kumar, V., & Reinartz, W., <i>Customer Relationship Management: Concept, Strategy and Tools</i> , 3 rd Edition, Springer, 2018.
3.	
References: (Format: Authors, <i>Book Title</i> in <i>Italics</i> font, Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

Detailed Course Content (Optional) It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
		Total Number of Lectures =

In case of revision of existing course, Please provide below the details of existing course. EXISTING COURSE
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