

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>							
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 in Italics font</i>, Volume/Series, Edition Number, Publisher, Year.)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;">1.</td> <td>Buttle, F., & Maklan, S., <i>Customer Relationship Management: Concepts and Technologies</i>, 4th Edition, Routledge, 2019.</td> </tr> <tr> <td>2.</td> <td>Kumar, V., & Reinartz, W., <i>Customer Relationship Management: Concept, Strategy and Tools</i>, 3rd Edition, Springer, 2018.</td> </tr> <tr> <td>3.</td> <td></td> </tr> </table>		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.	
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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 =		

<p>In case of revision of existing course, Please provide below the details of existing course.</p> <p>EXISTING COURSE</p>
