

Customer Relationship Management Syllabus

Week/Module	Topics	Release Date
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ 	31 st July 2023
Week 1: Introduction to CRM	Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM	31 st July 2023
Week 2: Building Customer Relationships	The why's and how's of building relationships with customers.	11 th August 2023
Week 3: Economics of CRM	Lifetime value of customer, Activity based costing for customer profitability analysis	18 th August 2023
	Mid – Term Assessment	18 th August 2023 Due Date: 18th September 2023
Week 4: CRM Applications	Applications of CRM in different industries	25 th August 2023
Week 5: CRM in Business Markets	CRM practices in Business Markets	1 st September 2023
Week 6: CRM implementation	CRM implementation process, precautions related to CRM implementation.	8 th September 2023

	End – Term Assessment	29 th September 2023 Due Date: 29th October 2023

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

Disclaimer: *In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.*