

## Customer Relationship Management Syllabus

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



### 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.*