Choice Based Credit System (CBCS) in Light of NEP-2020
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BBA601 BASICS OF MANAGERIAL ECONOMICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA601	MAJ	Basics of Managerial Economics	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ** – Major
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE
To enable students to have a clear understanding of the basics of Managerial Economics. This course is designed specifically for enabling individuals to become better decision-makers in market economies by providing a simple introduction to Managerial Economics.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES
 CO1: Familiarizing with the concept of Micro and Macro Economics.
 CO2: Acquaintance with the concept of Demand and Supply and its impact on Market.
 CO3: Developing knowledge of business characteristics and market imperfections.
 CO4: Familiarize with the concepts of National income, GDP, GNP etc.

COURSE CONTENTS

UNIT I: Introduction to Managerial Economics
1. Introduction of Economics, Micro Economics and Macro Economics
2. Relationship between Micro and Macro Economics, Managerial Economics
3. Economy and its working
4. Production possibility frontier

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COURSE CODE	CATEGORY	COURSE NAME	THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA601	MAJ	Basics of Managerial Economics	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ –** Major
*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Demand & Supply analysis
1. Concept of Demand and Supply, Factor affecting demand and supply
2. Demand and Supply Function, demand and supply Curves
3. Demand of a commodity and price, market equilibrium, shift in demand curve, Income and demand, Income and substitution effect
4. Elasticity of Demand, Demand forecast

UNIT III: Theory of Production and Analysis of Cost
1. The Production Function, Law of Diminishing Returns, The Law of Variable Proportions
2. Relation between Total Product, Average Product and Marginal product, The Three Stages of Production, Short-run and the Long-run. Returns to Scale
3. Costs of Different types, Behavior of average and marginal costs
4. Cost Curve, Relationship between Production and Cost
5. Economies of Scale- Real Economies of Scale, Pecuniary Economies of Scale, Opportunity costs and Markets.

UNIT IV: Market Structure Analysis and Theory of Firm
1. Markets of Different types
2. Modern Theories of Profit
3. Perfect Competition, Monopoly, Oligopoly, and Imperfect Competition
4. Monopolistic market, Multi product firms
5. Why do markets fail

UNIT V: Macroeconomics for Management
1. Macroeconomic Policies: Meaning
2. Objective and Formulation
3. National Income, GDP, GNP
4. Consumption, Saving and Investment
5. Inflation, Monetary Policy and Fiscal Policy

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA601	MAJ	Basics of Managerial Economics	60	20	20	-	-	3	-	-	3

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

SUGGESTED READINGS
1. D.N. Dwivedi, Managerial Economics, Vikas Publication, Latest Edition
2. Yogesh Maheswari, Managerial Economics, Phi Learning, Newdelhi, 2005 Gupta G.S.,
3. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyer &Harris,
4. Managerial Economics, Cengage Learning, Newdelhi, 2005 Geetika, Ghosh & Choudhury
5. Baumol W, Economic Theory and Operations Analysis, Latest Edition

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BBA602 FUNDAMENTALS OF STATISTICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA602	AECC	Fundamentals of Statistics	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC** – Ability Enhancement Compulsory Courses

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES
1. To acquaint the students with basic mathematical tools used in management.
2. To Guide students about the importance and utility of Statistics in Business.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections, A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases /problems worth 24 marks.

COURSE OUTCOMES
CO1: Demonstrate understanding of basic statistical concepts
CO2: Structure business problems in a mathematical form
CO3: Apply the statistical concepts learn to other business concepts and
CO4: Validate mathematical/statistical statements relating to economics, business and finance

COURSE CONTENT

UNIT I: Basic Ideas in Statistics
1. Definition, Function and Scope of Statistics
2. Collection and Presentation of Data.
3. Classification, Frequency Distribution

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA602	AECC	Fundamentals of Statistics	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC** – Ability Enhancement Compulsory Courses

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Measures of Central Tendency and Variation
1. Mean, Median, Mode
2. Range, Co-efficient of Variation
3. Standard Deviation

UNIT III: Correlation and Regression Analysis
1. Methods of Studying Correlation for Grouped and Ungrouped Frequency Distribution.
2. Equation of Regression Lines

UNIT IV: Time Series Analysis
1. Time Series and its Components
2. Linear and Non-linear Trend
3. Seasonal Variations and Irregular Variations and their Measurements.

UNIT V: Probability
1. Definition of Probability, Conditional Probability
2. Dependent and Independent Events
3. Addition and Multiplication Rule of Probability

SUGGESTED READINGS
1. Anderson, Sweeney, William, Camm (2014). *Statistics for Business and Economics*. Cengage Learning. Latest Edition.
2. Gupta S. P. (2014).*Statistical Methods*.Sultan Chand and Sons. Latest Edition.
3. Das, N.G. (2008). *Statistical Methods*. M. Das and Co.Kolkata. Latest edition.
4. Aczel and Sounderpandian (2008). *Complete Business Statistics*. Tata-McGraw Hill. Latest Edition.
5. Levin and Rubin (2008). *Statistics for Management*.Dorling Kindersley Pvt Ltd. Latest Edition.

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BBAM603 BASICS OF SALES MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAM603	MAJ	Basics of Sales Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ –** Major
*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE
The objective of the course is to develop a basic understanding of theory and the practical aspects of Sales Management. Students will learn to be involved in directing, motivating, and engaging sales teams. Knowledge on the course will provide abilities in building relationships with people who are being sold products or services and with team members.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections, A and B. Section A will carry 36 Marks and consist of 5 questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks. Section B is compulsory part, and no internal choice has been given.

COURSE OUTCOMES
1. Provide an understanding of the role of the sales function as a part of an organization's marketing strategy.
2. Develop skills critical for generating, evaluating, and selecting sales management strategies for an organization.
3. Understand and evaluate the different stages of the sales process.

COURSECONTENT

UNIT I: Introduction
1. Introduction of Sales Management
2. Nature, Scope, and Importance of Sales Management
3. Types of Sales persons, Qualities of a Successful Salesperson with reference to B2C, B2B marketing.
4. Application of AIDA Model in Personal Selling

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAM603	MAJ	Basics of Sales Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ** – Major
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Process of Personal Selling
1. The Nature and Importance of Personal Selling
2. Prospecting
3. Pre-approach
4. Approach
5. Presentation and Demonstration
6. Handling the objections
7. Closing the Sales
8. Post-Sale Activities

UNIT III: Controlling the Sales Effort
1. Sales Forecasting, Sales Budget, Sales Quotas
2. Sales Territories
3. Sales Controlling
4. Sales Cost Analysis

UNIT IV: Managing the Sales Force
1. Recruitment and Selection
2. Training and Development
3. Compensation and Innovation
4. Direction and Suspension
5. Performance Appraisal of Sales Personnel

UNIT V: Recent Trends in Sales Management
1. Process of Effective Selling
2. Emerging Issues in Selling Aspects
3. Ethical and Legal Aspects of Selling
4. Measures for Making Selling an attractive Career
5. Recent Trends in Selling

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAM603	MAJ	Basics of Sales Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ** – Major
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

SUGGESTED READINGS

1. Richard R. Still, Edward W. Cundiff, Norman A.P Govani 5th ed., Sales Management: Decision, Strategies, and Cases, Pearson Education, New Delhi,2009.
2. Rosann L. Spiro, William J. Stanton, Gregory A. Rich 11th ed., Management of a Sales Force, Tata McGraw Hill, New Delhi 2008.
3. Mark W. Johnston, Greg W. Marshall, Sales Force Management, 8th ed. TMH, N. Delhi,2007.
4. Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press.
5. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition.
6. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition.
7. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition.
8. Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education, Latest Edition
9. Sales Force Management, Mark W. Johnston, Greg W. Marshall, Tata McGraw-Hill, Latest Edition.
10. Sales Management, William L. Cron, Thomas E. DeCarlo, Wiley, Latest Edition.
11. Sales & Distribution Management, Dr. S. L. Gupta, Excel, Latest Edition.

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BBAM604 BASICS OF RETAIL MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAM604	DSE	Basics of Retail Management	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **DSE-** Discipline Specific Elective

*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE
The objective of the course is to introduce the students to the fundamental concepts of Retail Management and the career opportunities available in this field. To provide brief insight about Retail formats, floor operation, product display, inventory management and retail sales.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections, A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases /problems worth 24 marks.

COURSE OUTCOMES
CO1: To familiarize the students regarding various dimensions of retail management and career opportunities available in these fields.

CO2: To develop practical understanding among the students associated with retailing through classroom discussion/ participation and projects.

CO3: To develop transferrable skills among the students for managing retail operation efficiently so that they could be ready to join the retail industry.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBAM604	DSE	Basics of Retail Management	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **DSE-** Discipline Specific Elective

*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Introduction to retailing.
1. Meaning, concept of Retailing & its importance
2. Evolution of Retailing Environment
3. Format and Types of Retail
4. Theories of Retail
5. Trends in Retail Industry

UNIT II: Retail purchasing and pricing
1. Purchase management: - Merchandise purchasing, open to buy, open to buy planning
2. Analyzing the merchandise performance
3. Pricing strategies: -every day pricing, competitive based pricing, price skimming
4. Market-oriented pricing, marginal cost pricing.
5. Retail price strategies: mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

UNIT III: Retail marketing and promotion
1. Understanding the retail customer
2. Research for Retailing.
3. Retail promotion Mix: - Retail promotion program, retail advertising media, promotional budget.
4. Relationship marketing
5. Customer services in Retail Market.

UNIT IV: Managing Retail
1. HRM in retail
2. Retail Store operation
3. Legal and Ethical aspects of Retail Business.
4. Store Design, lay out
5. Visual Merchandising

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBAM604	DSE	Basics of Retail Management	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **DSE-** Discipline Specific Elective

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT V: Retailing in India
1. Evolution and trends in organized retailing
2. FDI in Indian organized retail sector
3. Retail scenario in India.
4. Future trends of retail in India.
5. **E-Retailing**

SUGGESTED READINGS
1. Gupta, S.L (2008). ***Retail Management***. Excel Books: New Delhi
2. Gilbert, David (2003). *Retail Marketing Management*. Pearson Education: New Delhi.
3. Berman, Barry & Evans, Joel (2001). *Retail Management: A strategic Approach*. Prentice Hall:
4. Cundiff, Edward W & Govin, Norman A.P (2007).*Sales Management - Decisions, Strategy and Cases*,: Prentice Hall of India: New Delhi
5. Michael, Levy (2008). *Retail Management*. Tata McGraw Hill: New Delhi
6. Vedamani, Gibson .G (2010). *Retailing Management*. Jaico Publishing House: Mumbai

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BBAM605 BASICS OF RURAL MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAM605	DSE	Basics of Rural Management	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **DSE-** Discipline Specific Elective

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE INFORMATION
Rural markets in India present a lucrative opportunity to marketers. The growing demand in rural markets and the saturated demand in urban markets of the country has made rural markets an attractive market opportunity for most companies. This course shall equip students with a basic understanding of rural markets and introduce them to marketing strategies useful in rural markets

COURSE OBJECTIVE
The course will provide students with an understanding of rural markets and introduce them to the basics of marketing strategies useful in rural markets, enabling students to apply effecting marketing strategies to rural markets in India.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES
CO1: Understand the rural markets in terms of opportunities and challenges present.
CO2: Understand effective marketing strategies in rural markets.
CO3: Apply effective marketing strategies in rural markets.
CO4: Analyze the distinct consumer behaviours in rural markets.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBAM605	DSE	Basics of Rural Marketing	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **DSE-** Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Introduction to Rural Marketing
1. Definition of rural markets
2. Rural markets- opportunities and challenges
3. Rural environment
4. The 4 As of Rural marketing
5. Case Study: Pradhan, D. (2004) 'Sarvodaya Samiti',*Vikalpa*, 29(2), 111-118. https://doi.org/10.1177/0256090920040209

UNIT II: Consumer Behaviour and Segmentation, Targeting and Positioning in Rural Markets
1. Factors affecting consumer behaviour in rural markets.
2. The rural market consumer purchase decision making process.
3. Bases of segmenting rural markets
4. Selecting attractive rural markets
5. Positioning in rural markets

UNIT III: Product Strategy and Pricing Strategy
1. Specific needs for products in rural markets
2. Effective product strategies in rural markets
3. Branding of products in rural markets [including fake brands, brand stickiness]
4. Pricing challenges in rural markets, Effective pricing strategies in rural markets.
5. Case Study: McDonald, Rory, Derek van Bever, and Efosa Ojomo. "chotuKool: 'Little Cool,' Big Opportunity."*Harvard Business School Case* 616-020, June 2016. (Revised November 2021.)

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBAM605	DSE	Basics of Rural Management	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **DSE-** Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT IV: Promotion and Distribution Strategies in Rural Markets:
1. Communication challenges in rural markets
2. Effective communication strategies in rural markets
3. Distribution challenges in rural markets
4. Effective distribution strategies in rural markets

UNIT V: New Trends in Rural Marketing
1. Changes in rural markets – the growth of aspirational rural consumers
2. Increasing brand consciousness in rural areas
3. ICT in rural marketing

SUGGESTED READINGS
1. Debarun Chakraborty, Soumya Kanti Dhara , Adrinil Santra, '*Rural Marketing in India: Texts and Cases'*, 2018, Atlantic Publishers
2. Gopalaswamy,T. P. and Ramakrishnan Lalitha., 2010,*Rural Marketing : Text and Cases*, 2nd edn, Pearson
3. Kashyap, P., 2016, *Rural Marketing* 3 ed, Pearson
4. Gopalaswamy T. P., 2009*, Rural Marketing: Environment, Problems and Strategies*, 3rd Edition, Vikas Publication

Additional Readings from the Internet:
1. 'Indian Rural Market', IBEF, 2001, https://www.ibef.org/pages/35724
2. Accenture Research Report, 'Masters of Rural Markets: Hallmark of high performance'
3. Accenture India, 2013, "Masters of Rural Markets: Profitably Selling to India's Rural Consumers"
4. Mamta Kapur, Sanjay Dawar, and Vineet R. Ahuja, 2014, 'Unlocking the Wealth in Rural Markets', HBR

Chairperson	**Chairperson**	**Controller of Examination**	**Joint Registrar**
Board of Studies	Faculty of Studies	Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth
Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore
Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA (Marketing) - VI SEMESTER (2022-2026)

BBAM606 INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBAM606	DSE	Introduction To Customer Relationship Management	60	20	20	-	-	4	-	-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **DSE-** Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE
The objective of this course is to develop an insight and understanding of Customer relationship Management.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections, A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases /problems worth 24 marks.

COURSE OUTCOMES
CO1: Familiarize with the basic of Customer Relationship Management.
CO2: Gain insight into CRM strategy and its process
CO3: Plan effective CRM implementation and Sales Force Automation

COURSE CONTENT

UNIT I: Introduction to CRM
1. Definition & Concepts of CRM
2. Schools of CRM
3. Components of CRM
4. Understanding the goal of CRM

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Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore
Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA (Marketing) - VI SEMESTER (2022-2026)

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UNIT II: CRM Process
1. Introduction & objective of CRM Process
2. Concepts of Customer Loyalty- Strategies
3. Insights into CRM and e CRM online
4. Customer Life cycle

UNIT III: Developing CRM Strategy
1. Relevance of CRM in Service Industry
2. Understanding service Quality: Technical, functional & dimensions of service quality
3. Managing Customer communications
4. Measures to Achieve customer loyalty in services

UNIT IV: CRM Implementation
1. Touch points
2. Choosing the right CRM solution
3. Framework for Implementing CRM
4. Five phases for CRM Projects
5. Strategies to manage customer contact centres

UNIT V: Sales force Automation
1. Evaluation of financial feasibility of CRM plans
2. Ethical issues in CRM
3. Factors affecting CRM Implementation
4. Recent changes in CRM

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA (Marketing) - VI SEMESTER (2022-2026)

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SUGGESTED READINGS

1. Mohammed. P. (2011). *Customer Relationship Management.* Vikas Publishing House: New Delhi
2. Greenberge, P. (2009). CRM- *Essentials customer Strategies for the 21st Centuary.* Tata McGraw Hill
3. Kincaid, J.(2010). *Customer Relationship Management: Getting it Right.* Prentice Hall: New Delhi
4. Anton, J. (2008). *Customer Relationship Management*, Prentice Hall of India: New delhi
5. Garikaparthi, M. (2008). *CRM- The New face of Marketing.* ICFAI Press: Hyderabad