



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC - 4th Cycle

COURSE DATA SHEET

SEMESTER	I	BATCH	2026
COURSE NAME	CUSTOMER RELATIONSHIP MANAGEMENT	COURSE CODE	26UBHGE1001
COURSE UNITS	V	COURSE TYPE	Generic Elective(GE) - I
CONTACT HOURS (L-T-P)	4 -1- 0	CREDITS	4
OFFERED BY	B.Com Honours	SHIFT (I / II)	Shift I - 8:15 am - 12:50 pm

COURSE OBJECTIVES

1	To understand the concepts
2	To analyze customer information
3	To examine CRM structure
4	To develop knowledge of CRM planning
5	To explore emerging CRM trends such as e-CRM

COURSE OUTCOMES: On completion of the course the students will be able to...

<u>co</u>	CO Statement	Cognitive Level
CO1	Explain the evolution, concepts, framework, types, processes, and benefits of Customer Relationship Management and its role in relationship marketing.	Understand (K2)
CO2	Examine customer value, customer expectations, customer satisfaction, customer retention, customer loyalty, customer lifetime value, and customer profitability in developing customer-centric strategies.	Analyze (K4)
CO3	Apply CRM planning principles to build customer-centric organizations by setting CRM objectives, defining data requirements, and developing CRM strategies and customer strategy grids.	Apply (K3)



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CO4	Evaluate CRM marketing initiatives, sales force automation, campaign management, call centres, and CRM practices across consumer, service, mass, and manufacturing sectors.	Evaluate (K5)
CO5	Assess the implementation issues, information technology tools, performance metrics, and challenges associated with CRM implementation and measurement.	Evaluate (K5)

SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction CRM – Definition, Concept and Context of Relationship Management – Evolution – Transactional Vs Relationship Approach – CRM as a Strategic Marketing Tool – CRM Significance to the Stakeholders.	15
2	Understanding Customers Customer Information Database – Customer Profit Analysis – Customer Perception – Expectations Analysis – Customer Behaviour in Relationship Perspective – Individual and Group Customers – Customer Lifetime Value – Selection of Profitable Customer Segments.	15
3	CRM Structure Elements of CRM – CRM Process – Strategies for Customer Acquisition – Customer Retention and Prevention of Defection – Models of CRM – CRM Roadmap for Business Applications.	15
4	CRM Planning and Implementation Strategic CRM Planning Process – Implementation Issues – CRM Tools – Analytical CRM – Operational CRM – Call Centre Management – Role of CRM Managers.	15
5	Trends in CRM e-CRM Solutions – Data Warehousing – Data Mining for CRM – Introduction to CRM Software Packages.	15
	Total Hours	75



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TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Jagdish N. Sheth, Atul Parvatiyar, and G. Shainesh, <i>Customer Relationship Management: Emerging Concepts, Tools, and Applications</i>, Tata McGraw-Hill Education, 2001.
	2. Francis Buttle and Stan Maklan, <i>Customer Relationship Management: Concepts and Technologies</i> (4th Edition), Routledge, 2019. (Note: The updated 5th Edition co-authored with Daniel D. Prior was published by Routledge in 2024). 3. H. Peeru Mohamed and A. Sagadevan, <i>Customer Relationship Management: A Step-by-Step Approach</i>, Vikas Publishing House, 2003. 4. Dr. Rinkesh Chheda and Ms. Falguni Mathews, <i>Customer Relationship Management (Semester V - Mumbai University)</i>, Himalaya Publishing House, 2019. 5. Supriya Singh and Bhanu Prakash Verma, <i>Customer Relationship Management</i>, Thakur Publication Pvt. Ltd.
Books For Reference	1. Paramjeet Kaur, <i>Customer Relationship Management (For B.Com 6th Sem NEP Framework)</i>, Kalyani Publishers, 2024. 2. Dr. Sharda Gangwar, <i>Customer Relationship Management</i>, Himalaya Publishing House, 2023. 3. Ed Peelen and Laurence Beltman, <i>Customer Relationship Management (Subsidized Indian Edition)</i>, Pearson India, 2022. 4. Kaushik Mukerjee, <i>Customer Relationship Management: A Strategic Approach to Marketing</i>, PHI Learning, 2017. 5. Dr. Shamsher Singh, <i>Customer Relationship Management</i>, Himalaya Publishing House, 2018.
E-Learning Resources	1. eGyanKosh IGNOU Library: CRM Digital PDF 2. OpenStax Principles of Marketing Digital Text 3. Dharapur College CRM & Pricing Lecture PPTX
	4. Auburn University Marketing & CRM Process PPT 5. DePaul University Strategic CRM Operations PPT



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PEDAGOGY(TEACHING METHODOLOGY):

- Classroom Teaching
- Concept Lectures
- Brand based Discussions
- Case Studies
- Group Tasks
- Mini Projects

CO-PO AND CO-PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	1	2	1	1	3	2	2
CO2	3	3	2	2	2	2	3	3	2
CO3	3	2	3	3	2	2	2	3	2
CO4	3	3	3	2	2	2	2	3	2
CO5	3	3	3	3	3	2	2	3	3
Average	3	2.6	2.4	2.4	2	1.8	2.4	2.8	2.2

Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING

CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	Provides fundamental knowledge of Customer Relationship Management concepts, evolution, and relationship marketing.
	PO2	2	Develops understanding of customer-centric business practices and organizational functions.
	PO3	1	Introduces basic CRM strategies for solving simple business problems.
	PO4	2	Enhances awareness of CRM frameworks and business applications.



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	PO5	1	Familiarizes students with basic CRM technologies and digital tools.
	PO6	1	Promotes ethical customer relationship practices and stakeholder orientation.
	PSO1	3	Strengthens core commerce and marketing knowledge.
	PSO2	2	Supports application of CRM concepts in business environments.
	PSO3	2	Introduces digital customer relationship practices.
CO2	PO1	3	Builds knowledge of customer value, profitability, and customer lifetime value.
	PO2	3	Develops analytical skills to interpret customer information and behaviour.
	PO3	2	Applies customer analysis for effective marketing decisions.
	PO4	2	Evaluates customer expectations and profitable customer segments.
	PO5	2	Uses customer databases and analytical techniques for CRM decisions.
	PO6	2	Encourages customer-oriented and ethical decision-making.
	PSO1	3	Enhances business analytical competency.
	PSO2	3	Supports customer-centric business strategy development.
	PSO3	2	Develops analytical capability using customer information.
CO3	PO1	3	Strengthens knowledge of CRM processes and relationship strategies.
	PO2	2	Analyzes customer acquisition, retention, and defection prevention strategies.
	PO3	3	Applies CRM models and processes to business situations.
	PO4	3	Evaluates CRM frameworks for organizational applications.
	PO5	2	Utilizes CRM tools in business problem-solving.
	PO6	2	Encourages responsible customer relationship management practices.
	PSO1	3	Supports strategic business management competencies.



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	PSO2	3	Develops practical CRM implementation skills.
	PSO3	2	Enhances application of CRM technologies.
	PO1	3	Builds knowledge of CRM planning and implementation practices.
CO4	PO2	3	Evaluates CRM implementation challenges and organizational effectiveness.
	PO3	3	Applies analytical and operational CRM for business improvement.
	PO4	2	Assesses CRM performance and customer service systems.
	PO5	3	Demonstrates the use of CRM software, automation, and call centre technologies.
	PO6	2	Promotes professionalism in managing customer relationships.
	PSO1	2	Enhances managerial competency in CRM implementation.
	PSO2	3	Strengthens decision-making through CRM planning.
	PSO3	2	Develops technology-enabled customer management skills.
CO5	PO1	3	Expands knowledge of emerging CRM technologies and digital innovations.
	PO2	3	Evaluates technology-driven CRM practices and business performance.
	PO3	3	Applies e-CRM and data-driven solutions to business contexts.
	PO4	3	Assesses the effectiveness of CRM software and information systems.
	PO5	3	Demonstrates competency in e-CRM, data warehousing, data mining, and CRM software packages.
	PO6	2	Encourages ethical use of customer information and digital technologies.
	PSO1	2	Supports digital transformation in commerce and management.
	PSO2	3	Develops business technology and customer relationship competencies.
	PSO3	3	Strengthens employability in CRM, analytics, and digital business applications.



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COURSE DATA SHEET

SEMESTER	II	BATCH	2026
COURSE NAME	CONSUMER BEHAVIOUR	COURSE CODE	
COURSE UNITS	V	COURSE TYPE	Generic Elective(GE) - II
CONTACT HOURS (L-T-P)	4 -1- 0	CREDITS	4
OFFERED BY	B.Com Honours	SHIFT (I / II)	Shift I - 8:15 am - 12:50 pm

COURSE OBJECTIVES

1	To introduce the basic concepts, meaning, and importance of consumer behaviour in everyday life.
2	To understand the external influences such as culture, society, family, and social class on consumer behaviour
3	To explain psychological and personal factors like motivation, perception, learning, personality, and attitudes affecting consumers
4	To examine the role of social influences such as family, friends, reference groups, and opinion leaders in buying decisions
5	To understand the consumer decision-making process and post-purchase behaviour including satisfaction and feedback.

COURSE OUTCOMES: On completion of the course the students will be able to...

CO	CO Statement	Cognitive Level
CO1	Understand the basic concepts, meaning, and scope of consumer behaviour in everyday life.	K1 – K2
CO2	Identify the influence of external factors such as culture, society, family, and social class on consumer behaviour.	K1 – K5
CO3	Explain psychological and personal factors like motivation, perception, learning, personality, and attitudes affecting consumers.	K1 – K5
CO4	Analyse the role of social influences such as reference groups, family, friends, and opinion leaders in buying decisions.	K1 – K6
CO5	Describe the consumer decision-making process and evaluate post-purchase behaviour, satisfaction, and feedback	K1 – K6



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SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction to Consumer Behaviour Foundational concepts of Consumer behaviour- importance of studying consumer behavior -basic concept of consumer, buyer and customer - introduction to consumer needs and buying behaviour.	15
2	External Influences on Consumer Behaviour Influence of culture, traditions, and social class on consumer behavior - role of family and society in shaping buying habits - effect of social environment on consumption patterns.	15
3	Psychological and Personal Factors Motivation and its role in consumer behavior - perception and learning; personality and attitudes - basic understanding of how individual differences affect buying decisions.	15
4	Social Influences on Consumer Behaviour Role of family, friends, reference groups, and opinion leaders; influence of social interaction on purchase decisions; impact of group behaviour on consumption choices.	15
5	Consumer Decision-Making Process Stages of decision-making: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour; basic understanding of consumer satisfaction and feedback.	15
	Total Hours	75

TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Batra, S. K. & Kazmi, S. H. H. – <i>Consumer Behaviour: Text and Cases</i> Latest Edition: 3rd Edition (2019–2021 reprints by Excel Books, New Delhi) 2. Nair, Suja R. – <i>Consumer Behaviour in Indian Perspective</i> Latest Edition: 2nd Edition (2017, Himalaya Publishing House; widely reprinted up to 2023–2024)
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	3. Ramasamy, V. S. & Namakumari, S. – <i>Marketing Management</i> Latest Edition: 6th Edition (2018–2020 updates, Macmillan India) – includes consumer behaviour units 4. Sontakki, C. N. – <i>Marketing Management / Consumer Behaviour</i> Latest Edition: 4th Edition (2020–2022 reprints, Himalaya Publishing House)
	5. Gupta, C. B. & Rajan Nair – <i>Marketing Management</i> Latest Edition: 18th Edition (2021–2024 reprints, S. Chand Publishing)
Books For Reference	1. Loudon, D. L. & Bitta, A. J. D. (Indian Edition by S. Ramesh Kumar) – <i>Consumer Behaviour</i> Publisher: Tata McGraw Hill Education (McGraw Hill India), New Delhi 2. Ramanuj Majumdar – <i>Consumer Behaviour</i>, Publisher: PHI Learning Private Limited, New Delhi 3. Suja R. Nair – <i>Consumer Behaviour in Indian Perspective</i>, Publisher: Himalaya Publishing House, Mumbai 4. S. L. Gupta & Sumitra Pal – <i>Consumer Behaviour: An Indian Perspective (Text & Cases)</i> Publisher: Sultan Chand & Sons, New Delhi 5. Natarajan, L. – <i>Consumer Behaviour</i>, Publisher: Margham Publications, Chennai
E-Learning Resources	1. NPTEL (IIT) – Marketing Management & Consumer Behaviour Lectures. https://nptel.ac.in 2. Coursera – Consumer Behavior Courses (Wharton / University of Illinois) https://www.coursera.org 3. edX – Marketing & Consumer Psychology Courses. https://www.edx.org 4. Saylor Academy – Introduction to Marketing / Consumer Behaviour Modules https://www.saylor.org 5. Google Scholar – Research papers on Consumer Behaviour. https://scholar.google.com

PEDAGOGY (TEACHING METHODOLOGY):

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CO1	3	3	2	2	2	2		2	2	3
CO2	3	3	3	2	2	3		3	2	3
CO3	3	3	2	2	2	2		2	3	3
CO4	2	3	3	3	2	3		2	2	2
CO5	2	3	3	2	2	2		2	2	2
Average	2.6	3	2.6	2	2	2.6		2.5	2.6	2.6

Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING

CO	PO/PSO	Level of Correlation	Justification
CO1	PO1	3	Provides fundamental knowledge of consumer behaviour concepts, meaning, scope, and importance.
	PO2	3	Develops understanding of consumer needs and buying behaviour in different market situations.
	PO3	2	Applies basic consumer behaviour concepts to simple marketing situations.
	PO4	2	Enhances analytical understanding of consumer behaviour in business contexts.
	PO5	2	Introduces the use of basic digital and information resources for studying consumer behaviour.
	PO6	2	Promotes ethical and customer-oriented marketing practices.
	PSO1	2	Strengthens fundamental commerce and marketing knowledge.



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	PSO2	2	Supports the application of consumer behaviour concepts in business decisions.
	PSO3	3	Develops a strong foundation for understanding consumer behaviour in modern marketing environments.
CO2	PO1	3	Builds knowledge of cultural, social, family, and environmental influences on consumer behaviour.
	PO2	3	Develops analytical skills to evaluate external factors affecting consumer decisions.
	PO3	3	Applies concepts of social and cultural influences to marketing strategies.
	PO4	2	Examines consumer behaviour across different market segments and social contexts.
	PO5	2	Utilizes consumer information for analysing purchasing patterns.
	PO6	3	Encourages ethical consideration of cultural diversity and consumer sensitivity.
	PSO1	3	Enhances business knowledge related to market segmentation and consumer analysis.
	PSO2	2	Supports practical application of external consumer behaviour factors in business.
	PSO3	3	Strengthens marketing competency through analysis of consumer influences.
CO3	PO1	3	Strengthens knowledge of psychological and personal factors influencing consumer behaviour.
	PO2	3	Develops analytical ability to interpret motivation, perception, learning, personality, and attitudes.
	PO3	2	Applies psychological concepts to understand consumer purchasing behaviour.
	PO4	2	Evaluates consumer responses using behavioural theories.
	PO5	2	Utilizes consumer-related information to analyse buying decisions.



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	PO6	2	Encourages responsible marketing by understanding consumer psychology ethically.
	PSO1	2	Strengthens marketing and behavioural knowledge.
	PSO2	3	Enhances decision-making based on consumer psychology.
	PSO3	3	Develops competency in analysing consumer attitudes and behaviour.
CO4	PO1	2	Introduces concepts of social influences on consumer buying behaviour.
	PO2	3	Evaluates the impact of family, reference groups, opinion leaders, and peers on purchasing decisions.
	PO3	3	Applies social influence theories to consumer decision-making situations.
	PO4	3	Assesses the effectiveness of social factors in influencing consumer choices.
	PO5	2	Uses consumer insights to understand group-based buying behaviour.
	PO6	3	Promotes ethical marketing practices considering social responsibility and consumer welfare.
	PSO1	2	Enhances understanding of consumer relationship dynamics.
	PSO2	2	Supports practical application of social influence concepts in marketing.
	PSO3	2	Develops competency in evaluating consumer behaviour influenced by social interactions.
CO5	PO1	2	Builds knowledge of the consumer decision-making process and post-purchase behaviour.
	PO2	3	Evaluates consumer satisfaction, feedback, and buying experiences.
	PO3	3	Applies decision-making models to marketing and customer relationship strategies.



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	PO4	2	Assesses post-purchase evaluation and consumer loyalty.
	PO5	2	Utilizes customer feedback and consumer information for business improvement.
	PO6	2	Encourages ethical handling of consumer complaints and customer satisfaction practices.
	PSO1	2	Supports knowledge of consumer-oriented business practices.
	PSO2	2	Develops practical skills in managing consumer satisfaction and retention.
	PSO3	2	Strengthens employability through understanding consumer decision-making and relationship management.

