



# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

## SCHOOL OF ARTS


Date : 23.8.2018

### CIRCULAR

**Sub: Organising Value added Course: Short Term Course on CRM - reg.,**

With reference to the above mentioned subject, we bring it to your notice that School of Arts, Bharath Institute of Higher Education & Research is organising **Value added course "Short Term Course on CRM"**. The syllabus and registration form is enclosed below.

The candidates those who are interested to join must fill the registration form and submit to the Convenor, School of Arts on or before 03.09.2018. The Registration form received after the mentioned date shall not be entertained under any circumstances.

  
Dean-Faculty of Arts & Science

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Bharath Institute of Higher Education & Research  
(Declared as Deemed to be University U/S 3 of UGC Act, 1956)  
Chennai-600 073, INDIA

Encl: A copy of Syllabus & Registration form

Copy To:

1.All HODs

2.Office File/ Notice Board

Bharath Institute of Higher Education & Research  
Faculty of Arts & Science  
Department of Computer Science and Computer Applications  
Students Registration List  
Value Added Course: CRM

S.NO	REG.NO	NAME OF THE CANDIDATE	DEPARTMENT
1	U18CA002	AJAY NIVASH N	BCA
2	U18CA005	KRISHNAMURTHY B	BCA
3	U18CA006	ROHIT CHAUBE .	BCA
4	U18CA008	SURENDHAR R	BCA
5	U18CA050	DHAYALAN R	BCA
6	U18CA051	KIRTHANA B	BCA
7	U18CA052	GOVINDARAJ S	CS
8	U17SC011	NANDAKUMAR B	CS
9	U17SC012	BOTHYRAJA M	CS
10	U17SC013	MANIKANDAN A	CS
11	U17SC014	DHAMODARAN B	CS
12	U17SC015	SARAVANAN K	CS
13	U17BC208	ASHWINKUMAR B B	BCOM
14	U17BC273	REVATHY M	BCOM
15	U17BE010	AMANRAM B A	ENGLISH
16	U17BE033	MONIKA .	ENGLISH
17	U17BE050	MONIKA .	ENGLISH
18	U17BS011	ANDREW PETBR P	BIOTECHNOLOGY
19	U17BS015	PREETHA .	BIOTECHNOLOGY
20	U17BS028	SUBHMOY SAMANTA .	BIOTECHNOLOGY
21	U17MI023	SOFIA A	MICRO
22	U17MA009	KOLANGINATHAN P	MATHS
23	U17MA011	VIJAY B	MATHS
24	U17MA014	SALINI R	MATHS
25	U17MA018	MONISHA S	MATHS
26	U17MA019	DEEPAKRAJ M	MATHS
27	U17MA022	DHIVYA V	MATHS
28	U17MA023	KALAIVANI R	MATHS
29	U17CI003	SATHIYA PRIYA S	CHEM
30	U17CI015	SETHURAMAN R	CHEM



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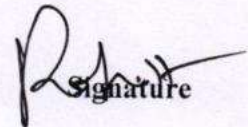
## SCHOOL OF ARTS

### Registration Form

### Value Added Course

Date: 3.9.2018

Name : Rohit Chaube  
Reg.No. : U18CA006  
Gender : Male  
Department : BCA  
Year : 2018  
Contact No. : 7632867484  
Email ID : chaube\_3@gmail.com.  
Course Applied For : CRM.

  
Signature



# Sharath

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SCHOOL OF ARTS

Registration Form

Value Added Course

Date: 3.9.2018

Name : Mani kandan .A  
Reg.No. : U17SC 013  
Gender : Male  
Department : CS  
Year : 2017  
Contact No. : 7871864480  
Email ID : beliver.beliver41@gmail.com.  
Course Applied For : CRM.

Asistatant base



# **Bharath**

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## **SCHOOL OF ARTS**

**Department of Computer Science and Computer Applications**

**Value Added Course**

**Customer Relationship Management**

### **Syllabus**

#### **UNIT -I**

Customer Relationship Management Introduction - Meaning and Definition - Importance - Benefits and difficulties of CRM.

#### **UNIT -II**

CRM Process and Implementation Introduction - customer Retention - Customer satisfaction - Importance of customer retention - CRM process for B2B markets

#### **UNIT -III**

Technological Support in CRM Introduction - Types of Technological Applications in CRM.

#### **UNIT -IV**

Customer Databases and Information Systems - CRM Software Solutions for B2C and B2B Markets

#### **UNIT -V**

E-CRM – Emerging Trend in CRM Introduction - Challenges involved in formulating and implementing e-CRM strategies.

**Bharath Institute of Higher Education & Research**  
**School of Arts**  
**Course TimeTable**

**Value Added Course: Short Term Course on CRM**

**Course Duration:30 Hrs**

S.No	Date	Time	Hour
1	3.9.2018	2.00-3.00p.m	1
2	6.9.2018	10.00-12.00p.m	1
3	7.9.2018	2.00-3.00p.m	2
4	14.9.2018	10.00-12.00p.m	2
5	15.9.2018	2.00-4.00p.m	2
6	20.9.2018	10.00-12.00p.m	1
7	27.9.2018	2.00-4.00p.m	2
8	28.9.2018	10.00-12.00p.m	2
9	3.10.2018	2.00-4.00p.m	1
10	4.10.2018	10.00-12.00p.m	2
11	10.10.2018	2.00-4.00p.m	2
12	12.10.2018	10.00-12.00p.m	2
13	17.10.2019	2.00-4.00p.m	2
14	19.10.2018	10.00-12.00p.m	2
15	22.10.2018	2.00-4.00p.m	2
16	26.10.2018	10.00-12.00p.m	2
17	27.10.2018	10.00-12.00p.m	2

**Bharath Institute of Higher Education & Research**  
**School of Arts**  
**Lesson Plan**

Value Added Course: Short Term Course on CRM			Course Duration:30 Hrs	
S.No	Date	Topic	Time	Hour
1	3.9.2018	Marketing	2.00-3.00p.m	1
2	6.9.2018	Factors Responsible for CRM Growth, CRM Process Framework	10.00-12.00p.m	1
3	7.9.2018	CRM and Cost Benefit Analysis, Scope of CRM	2.00-3.00p.m	2
4	14.9.2018	Benefits of CRM , Types of CRM	10.00-12.00p.m	2
5	15.9.2018	Customer Satisfaction, Definition and Measurement	2.00-4.00p.m	2
6	20.9.2018	Customer Centricity , Customer Acquisition , Customer Retention , Customer	10.00-12.00p.m	1
7	27.9.2018	Customer Lifetime Value and Profitability	2.00-4.00p.m	2
8	28.9.2018	Planning for CRM Steps in Planning, Building Customer Centricity	10.00-12.00p.m	2
9	3.10.2018	Setting CRM Objectives	2.00-4.00p.m	1
10	4.10.2018	Defining Data Requirements	10.00-12.00p.m	2
11	10.10.2018	CRM ,Marketing Strategy Sales Force Automation	2.00-4.00p.m	2
12	12.10.2018	Role in Implementing CRM	10.00-12.00p.m	2
13	17.10.2019	CRM Practices, CRM in Consumer Markets	2.00-4.00p.m	2
14	19.10.2018	CRM Strategy ,Development Process	10.00-12.00p.m	2
15	22.10.2018	E-CRM – Emerging Trend in CRM	2.00-4.00p.m	2
16	26.10.2018	ECRM Data Ware Housing	10.00-12.00p.m	2
17	27.10.2018	Evaluation of Technical Solutions to CRM	10.00-12.00p.m	2



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### Course Feedback form

### Value Added Course

Date: 27.10.2018

Course Title: CRM

Name: Preetna  
RegNo: U17B5015  
Department: Biotechnology

S.No	Particulars	1	2	3	4	5
(5. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Ojectives of the course clear to you					
2.	Course contents met with your expectations					
3.	Lecture sequence was well planned					
4.	Lectures were clear and easy to understand					
5.	Teaching aids were effective					
6.	Instructors encourage interaction and were helpful					
7.	The level of the course					
(5. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

*Preetna*  
Signature





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SCHOOL OF ARTS

Course Feedback form

Value Added Course

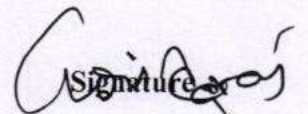
Date: 27.10.2018

Course Title: CRM

Name: S. Govindaraj  
RegNo: U18CA052  
Department: CS

S.No	Particulars	1	2	3	4	5
(5. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Ojectives of the course clear to you					
2.	Course contents met with your expectations					
3.	Lecture sequence was well planned					
4.	Lectures were clear and easy to understand					
5.	Teaching aids were effective					
6.	Instructors encourage interaction and were helpful					
7.	The level of the course					
(5. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

  
Signature



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### Resource Person Details

**Dr A. Sivakumar, Ph.D**  
Dept of MBA  
Puutaparathi Institute of Technology  
Puttaparathy  
Andhara.



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## **Bharath Institute of Science and Technology**

83,3,Agharam Main Road, Secretariat Colony, Tiruvanchery, Selaiyur, Chennai - 600126,Tamil Nadu, India.

School of Arts

### *Certificate of Participation*

This certificate is awarded to Mr./ Ms. AJAY NIVASH N (U18CA002 ) for enthusiastic participation and completion of the Value Added Course on CRM, organized by the School of Arts from 3.9.2018 to 27.10.18.

**V. Ramya**  
Course Coordinator

**Dr. D. Keerthi Hanirex**  
Convenor

**Dr. A. Muthukumaravel**  
Dean - Arts & Science