Customer Relationship Management (CRM) today has evolved as a key element of a firm’s competitive strategy. This initial information enables the firm to target customers with customized offerings, personalized communication and deliver higher level of satisfaction. Over time it yields strong customer loyalty – paving way to lifetime relationship. CRM helps businesses use technology and human resources to gain insight into the behavior of customers and the value of those customers.

World over, CRM is a fast growing industry. Banks and Financial services companies, among others, are employing customer relationship manager in huge numbers. This is a rapid growth job profile – where professional managers help organizations cultivate relationships with its institutional

**OBJECTIVES**

The Post Graduate Diploma in Management (CRM) aims to:

- Impart fundamental management skills as well as in depth knowledge in specialized areas of business management.
- Offer super specialization in the area of Marketing, in the form of CRM.
- Prepare for managing customer operations for financial services, banks, telecom, airlines, hotels, pharmaceuticals, health care, retailing etc.

**COURSE STRUCTURE**

**TRIMESTER 1**

- Business
- Communication-I
- Managerial Economics
- Marketing
- management-I
- Financial Accounting
- Fundamentals of CRM
- Quantitative Methods
- Management
- Perspectives
- IT in Business

**TRIMESTER 2**

- Communication-II
- Legal Framework of Business
- Marketing
- management-II
- Management
- Accounting
- Corporate Finance
- Macroeconomic
- Theory and Policy
- Organizational Behavior
- Management
- Information Systems

**TRIMESTER 3**

- Business
- Communication-III
- Consumer Behaviour
- Research Methodology
- CRM Strategies
- Financial Markets and Services
- Operations
- Management
- Human Resource
- Management
- Data Management

**SUMMER TRAINING:** After the completion of the third trimester (first year) of PGDM programme, all students are required to undergo summer training for a period of 6-8 weeks in an organization and take up a project study. Each student shall be required to submit a summer project report to the institute regarding the work undertaken during this period, before the commencement of the fourth trimester.
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**FINAL RESEARCH PROJECT**: In the 2nd year of the programme, each participant is required to undertake a Final Research Project (FRP) in the chosen area of specialization.

**VIVA VOCE**: Viva Voce is conducted after both Summer Training, as well as FRP.