

Faculty of Economics & Business

Syllabus

For

POST GRADUATE DIPLOMA IN FRONT OFFICE MANAGEMENT

(SEMESTER: I–II)

Session: 2014-15



GURU NANAK DEV UNIVERSITY

AMRITSAR

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Course Scheme

Semester – I

S. No.	Subject Code	Subject	Marks	Number of Periods in a Week
1	Paper-I	Business Communication	50	6
2	Paper-II	Front Office Organisation	50	6
3	Paper-III	Front Office Operations	50	6
4	Paper-IV	Computer Fundamentals	50	6
5	Paper-V	Commerce Theory and Functional Management	50	6
6	Paper-VI	Seminar	50	3
		Total	300	33

Course Scheme**Semester – II**

S. No.	Subject Code	Subject	Marks	Number of Periods in a Week
1	Paper-I	Executive Information System	50	6
2	Paper-II	Front Office Organisation and Supervision	50	6
3	Paper-III	Front Office Operations and Procedures	50	6
4	Paper-IV	Computer Applications in Business	50	6
5	Paper-V	Customer Relationship Management	50	6
6	Paper-VI	Seminar	50	3
		Total	300	33

PAPER-I: BUSINESS COMMUNICATION**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Introduction to Communication: Nature of Communication; Verbal and Non-verbal Communication; Myths about Communication; Communication Process and Stages in Communication; Roots of misunderstanding – Barriers to Effective communication, Formal and Informal communication, Internal and External communication.

Communication Channels: Choosing the means of Communication; Audience Analysis.; Ethical considerations for Business Communication.

Principles of Business Communication: Choosing words, Developing sentences, Forming paragraphs, Using unbiased language.

Part-II

Interpersonal Communication and Teamwork: Working in teams, Characteristics of effective teams, Leadership and Management Styles, Decision making, Active and engaged team members, Team process, Gender differences in team communications, Resistance and team thinking, Developing team strategy, assigning team roles, Building trust, Giving and receiving feedback, Team writing.

Application of the subject through exercises such as - Preparing for Interviews, Preparing for Conferences and Seminars, Discussing Styles of Resume, Resume Writing and Online submission of Resume.

Recommended Readings:

1. Krizan, A. C. et al., Business Communication, 7th Edition, Thomson South-Western, 2008.
2. Young, Dona J, Foundations of Business Communication: An Integrated Approach, 1st Edition, Tata McGraw-Hill, 2006.
3. Locker, K.O, & Kaczmarek S. K. Business Communication: Building Critical Skills, 3rd Edition, Tata McGraw-Hill, 2006.
4. Bovee, C.L. et. al. Business Communication Today, 7th Edition, Pearson Education, 2002
5. Taylor Shirley Communication for Business, 6th Edition, Pearson Education, 2006
6. James S. O'Rourke IV Management Communication: A Case Analysis Approach, 2nd Edition, Pearson Education, 2006.
7. Lesikar, R. V., & Pettit Jr, J. D., Business Communication: Theory and Application, Tata McGraw-Hill, 2002.

PAPER-II: FRONT OFFICE ORGANISATION**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Modern Office: Changing office scene, Office Work, Functions of an Office, Factors contributing towards the growth of office work, Relations with other Department, Importance of Office, Challenges before office.

Office Management: Functions of Office Management, Office Manager, his Qualification, functions, Drawbacks and Status

Office Organization: Introduction, Principle of Organization, Form of Organization, Office System and Routine, Procedure-Method-Importance of system, Principles of system, Advantages of system.

Part-II

Office Accommodation and Layout: Introduction- the site or location urban areas-merits & demerits, rural areas-merits & demerits, own premises-size & shape, Layout of Office-Merit of good layout, Open and Private Office- Advantages and Disadvantages, New Trends in office layout.

Office Environment: Office Lighting-ventilation, Interior Decoration and Furnishing, Freedom from Noise and Dust, Safety-Sanitary Arrangement, Security-Secrecy.

Recommended Readings:

1. Kelling, B, Lewies and Kallans, Norman F, Administrative Office Management, South Western Publishers, 10th Edition, 1991.
2. Chhabra, T.N., Principles and Practice of Management, Dhanpat Rai & Co., Delhi, 8th Ed., 2004.
3. Singh, B.P. and T.N. Chhabra, Business Organisation and Management, Dhanpat Rai & Co., Delhi, 4th Ed., 2003.
4. Chopra, R. K., Office Management, McGraw Hill, 3rd Edition , 1997
5. Jain J.N. and Singh P.P., Modern Office Management , Deep and Deep Publications , 2007.
6. R.K. Sharma and Shashi K. Gupta, Office Management, Kalyani Publishers, 2003.

PAPER-III: FRONT OFFICE OPERATIONS**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Records Management: Introduction, Meaning and Definitions, Classification of Records, Purposes of Records, Principles of Records Management, Records Management Manual, Record Retention-need for record retention, steps in record retention, viz. Records Classification, Determining Record Retention Schedule, Transfer of Records, Protection of Vital Records, Destruction of Records, Microfilming.

Filing Methods and Equipments: Introduction, Meaning and Definitions, Essentials of a good filing system, Importance of Filing, Planning the filing system, Organization of filing department,-Centralized Filing System, Advantages of Centralized Filing, Disadvantages of Centralized system, Departmentalized filing System, Advantages of Decentralized Filing, Disadvantages of Decentralized Filing..

Part-II

Functional Organization of Filing Department: Classification of Files-Alphabetical, Geographical Subject-wise, Numerical, Chronological Classification their Advantages and Disadvantages.

Methods of Filing, Old Methods of Filing, Modern Methods of Filing, Distinction between Vertical and Flat Filing, Selecting a suitable Filing System.

Indexing of Records: Introduction, Meaning and Definitions, Objects, Importance, Features of a Good Index, Methods of Indexing-Book Index, Vowel Index, Loose Leaf Book Index, Card Index, Strip Index, Wheel Index.

Public Relations: Tools of PR, Organization of PR, Principles of PR

Recommended Readings:

1. Susan Jaderstron, Complete office Handbook, 3rd Edition, 2002
2. S.K. Bhatnagar, Front Office Management , Frank Bros. & Co. (Publishers) Ltd, 2002
3. Ahmed Ismail, Front Office Operations and Management, Thomson Delmar Learning, 2002
4. Michael L. Kasavana and Richard M. Brooks, Managing Front Office Operations, Educational Institute of American Hotel & Motel, 2005.
5. P. Abbott. and S.Lewry, Front Office: Procedures, Social Skills, and Management, Butterworth Heinemann, 1991.

PAPER-IV: COMPUTER FUNDAMENTALS**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Definition and concept of computer, advantages of computers, applications of computers, simple model of computer. Processing unit – CU, ALU, Memory concept, unit of memory, storage devices. Primary Storage – RAM, ROM. Secondary Storage – Floppy disk, Hard Disk.

Input / Output devices – Keyboard, Mouse, Monitor, Printer etc.

Computer languages – HLL, LLL, Translator, Data organization – data information, files.

Computer Software – system & application with examples.

Part-II

MS-Word: Introduction to Ms-Office, Ms-Access, Ms Excel. Parts of window of word (Title bar, menu bar, status bar, ruler), Creation of new documents, opening document ,insert a document into another document. Page setup, margins, gutters, font properties, Alignment, page breaks, header footer deleting, moving, replace, editing text in document. Saving a document, spell checker, printing a document. Creating a table, entering and editing, Text in tables. Changing format of table, height width of row or column. Editing, deleting Rows, columns in table. Borders, shading, Templates, wizards, Drawing objects, mail merge.

MS-Power Point: Introduction to MS Power point. Power point elements (templates wizard Views, color schemes ,Exploring power point menu (opening & closing menus, working With dialogues boxes), adding text, adding title, moving text area, resizing text Boxes, adding pictures. Starting a new slide, saving presentation, printing slides .Views (slide View slide sorter, notes view, outline view). Formatting & enhancing text formatting, Choosing transitions. Creating a graph, displaying slide show, adding multimedia. Slide transitions, Timing slide display, adding movies & sounds. Using a pick look Wizards to change format.

Paper-V: COMMERCE THEORY AND FUNCTIONAL MANAGEMENT**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

A critical evaluation of various definitions of Commerce, Commerce Art or Science or both, Commerce as a Profession, Relationship and Difference between Economics, Commerce and Management,

Functions of Commerce: Traditional and Modern.

Management: Definition, purpose and significance. Management Art or Science for both.

Management as a Process: Planning, Organising, Staffing, Direction and Control and their meaning, Features and principles.

Contributions to Management thought with special reference to Taylor, Fayel, Elton Mayo.

Personnel Management: Meaning and significance, Managerial and operative Functions— Recruitment, Selection and training. Methods of wage payment, absenteeism and labour turnover, Job evaluation and merit rating, Trade Unionism, worker's participation in management.

Part-II

Marketing Management: Concept of Marketing, functions of marketing research—meaning and, techniques, advertising and salesmanship.

Production: Functions, production, planning and control, purchasing and storekeeping, inventory control, quality control.

Finance: Meaning and importance, sources of finance.

Suggested Readings:

1. Bose Chandra, "Principles of Management and Administration", Prentice Hall of India, 2007.
2. Massie, "Essentials of Management", Fourth Edition, Prentice Hall of India, 2007.
3. Robbins and Coulter, "Management", 8th Edition, Prentice Hall of India, 2007.
4. Dholakia Nikhilesh and Khurana Rakesh, "Marketing Management", McMillan India Ltd., 2007.
5. Hitt, "Management", Pearson Education, 2007.

Paper-VI: SEMINAR**Time Allowed: 3 Hours****Maximum Marks: 50**

PAPER-I: EXECUTIVE INFORMATION SYSTEM**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Introduction to Management Information Systems: An overview of MIS-structure of MIS-managerial end user: Basic definition- framework for managerial end user-Systems concepts-characteristics of systems-types of systems-business as a system-Information processing concepts-data- information systems approach to problem solving.

Managerial overview: Computer hardware- Computer Software- Telecommunication- Computer files and Database concepts- Database organization and processing.

Part-II

Transaction processing systems: Information reporting and executive information systems- Attributes of information quality.

Managerial decision making and Decision support systems: Information, decision making and management-Models for decision support- Software for decision support- Using DSS and developing DSS.

Enhancing managerial decision making: Decision Support systems-Group Decision support systems (GDSS)-Executive support in the Enterprise.

Recommended Readings:

1. James A-O'Brien, "Management Information Systems" – Galgotia Publications Pvt. Ltd.
2. Gordon B Davis and Margrethe H Olson, "Management Information Systems- Conceptual Foundations, Structure and Development", Tata McGraw Hill, 2nd Edition.
3. Kenneth C Laudon and Jane P Laudon, "Management Information Systems– Managing the Digital Firm", Pearson Education, 7th Edition.

PAPER-II: FRONT OFFICE ORGANISATION AND SUPERVISION**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Office Furniture: Introduction, Meaning of Furniture, Factor in selecting Furniture, Principles of use of furniture, Wooden versus Metallic Furniture.

Types of Furniture: Office Desks, Office Tables, Office Chairs, Cabinets, Safes other Accessories, Organized Desk, New Developments, Modular or System Furniture.

Personnel Management: Introduction Definitions-Objectives of Personnel Management, Establishing the Personnel Department, Role of Personnel Manager.

Personnel Functions Chart– The Employment Functions-Job Evaluation and Merit Rating

Part-II

Training of Staff: Methods of Training-Placement, Promotion and Transfers, Salary Administration-Incentives-Employee Turnover-Morale.

Office Supervision: Introduction, Features of Supervision-Office Supervision, Analysis of an Office Supervisor-his functions, Responsibilities-Training

Office Services

Office Cost Reduction and Savings

Recommended Readings:

1. Kelling, B, Lewies and Kallans, Norman F, Administrative Office Management, South Western Publishers, 10th Edition, 1991.
2. Chhabra, T.N., Principles and Practice of Management, Dhanpat Rai & Co., Delhi, 8th Ed., 2004.
3. Singh, B.P. and T.N. Chhabra, Business Organisation and Management, Dhanpat Rai & Co., Delhi, 4th Ed., 2003.
4. Chopra, R. K., Office Management, Mc Graw Hill, 3rd Edition , 1997.
5. Jain, J.N. and Singh P.P., Modern Office Management , Deep and Deep Publications , 2007.
6. R.K. Sharma and Shashi K. Gupta, Office Management, Kalyani Publishers, 2003 .

PAPER-III: FRONT OFFICE OPERATION AND PROCEDURES**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Handling Mail: Introduction, Planning Mail Services, Deciding Location of Mail Room, Layout of Mail Room, Mail Room Staff, Mail Room Equipment and Mechanical Aids, Organization of Mail-centralized Mail Department their Advantages and Disadvantages, Decentralized Mail, their Advantages and Disadvantages, Handling Mail- Handling Incoming Mail and Outgoing Mail with special reference to dispatching Rail Parcel Services, Air Parcel Services and Courier Services.

Assisting Visitors: Office etiquettes, effective use language, preparation of appointment schedules and maintaining visitor's diary, types of visitors.

Part-II

Office Stationary and Supplies- Meaning Importance, Organization, Purchase of stationary and supplies, centralized purchasing, methods of buying, purchase procedure, evils of over buying, standardization of supplies, storage, issues of supplies, cost of stationary and supplies- Controlling cost of stationary and supplies.

Office machines & equipments

Process Financial Transactions.

Recommended Readings:

1. Susan Jaderstron, Complete Office Handbook, 3rd Edition, 2002.
2. S.K. Bhatnagar, Front Office Management, Frank Bros. & Co. (Publishers) Ltd, 2002.
3. Ahmed Ismail, Front Office Operations and Management, Thomson Delmar Learning, 2002.
4. Michael L. Kasavana and Richard M. Brooks, Managing Front Office Operations, Educational Institute of American Hotel & Motel, 2005.
5. P. Abbott. and S.Lewry, Front Office: Procedures, Social Skills, and Management, Butterworth Heinemann, 1991.

PAPER-IV: COMPUTER APPLICATIONS IN BUSINESS**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part - I

MS-Excel: Introduction to Worksheet/Spreads, Features of excel. Describe the excel Window, different functions on different data in excel, creation of graphs, editing it and formatting, changing chart type to 2d chart or 3d chart, creation of worksheet, adding, deleting, moving the text in worksheet, linking different sheets, sorting the data, querying the data, filtering the data (auto and advance filters), What-if analysis, printing a worksheet.

MS-Access: Introduction, Understanding Databases. Creating the tables. Entering records in table, deleting table, modifying table fields, linking tables, Queries. Forms, formatting forms, relating a form to tables, Reports (building reports, formatting report. displaying the information of table using reports adding Graphs to your reports.

Part-II

Internet/E-Mail: Prerequisites for Internet, Role of modem, services- emailing, chatting, surfing, blogs; search engines, browsers, dial-up, domains; broad band, concepts of web upload, download; computer threats.

E-Commerce: Definition, Advantages, Application of E-commerce

Application of Computers with special reference to Front Office Operations and Billing. Performing front office operation with the help of computers, features of packages used at front office.

Back office management; use of property management system to manage all back office operations.

Recommended Readings:

1. Pradeep K. Sinha and Priti Sinha, Foundations of Computing, BPB Publications, 2008.
2. Rachpal Singh and Gurinder Singh, PC Software, Kalyani Publishers, 10th Edition, 2008.
3. R. K. Taxali, PC Software for Windows Made Simple, McGraw Hill Publishers Co. Ltd., 2002.

PAPER-V: CUSTOMER RELATIONSHIP MANAGEMENT**Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:

Section A: It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B: It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C: It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part - I

Introduction and Significance of Customer Relationship Management: CRM Emerging Concepts; Need for CRM; CRM Applications; CRM Decisions; The Myth of Customer Satisfaction; CRM Model; Understanding Principles of Customer Relationship;

Relationship Building Strategies: Building Customer Relationship Management by Customer Retention; Stages of Retention; Sequences in Retention Process; Understanding Strategies to Prevent Defection and Recover Customers.

CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and e-CRM/online CRM; The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process; CRM Process for Marketing Organization; CRM Affiliation in Retailing Sector; Key e-CRM features.

Part - II

CRM Architecture: IT Tools in CRM; Data Warehousing Integrating Data from different phases with Data Warehousing Technology; Data Mining: - Learning from Information Using Data Mining Technology like OLAP etc.; Understanding of Data Mining Process; Use of Modeling Tools; Benefits of CRM Architecture in Sales Productivity;

Relationship Marketing and Customer Care, CRM Over Internet. CRM Implementation: Choosing the right CRM Solution.

Framework for Implementing CRM: A Step-by-Step Process: Five Phases of CRM Projects.

Suggested Readings:

1. Mohammed, H. Peeru and Sagadevan, Customer Relationship Management. Vikas Publishing House, Delhi, 2004.
2. Paul Greenberge, CRM-Essential Customer Strategies for the 21st Century, Tata McGraw Hill, 2005.
3. William, G. Zikmund, Raymond McLeod Jr.; Faye W. Gilbert, Customer Relationships Management, Wiley, 2003.
4. Alex Berson, Stephen Smith, Kurt Thearling, Building Data Mining.
5. Applications for CRM. Tata McGraw Hill, 2004.

Paper-VI: SEMINAR**Time Allowed: 3 Hours****Maximum Marks: 50**