

MCOM IV
Group B: Business Studies (Management)

3. Management of Business Relations

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Management of Business Relations	15
2	Customer and Channel Relationship Management	15
3	Employee Relationship Management	15
4	Supplier, Investors and Community Relationship Management	15
Total		60

SN	Modules/ Units
1	Introduction to Management of Business Relations
	<ul style="list-style-type: none"> • Business Relations - Need, Importance of Business relations, Business Relationship Management (BRM) Competencies. • Business Relation Manager- Role, qualities, Skills. • Business Relations- Principles, Steps, Trends, Impact of Communication on Business Relations.
2	Customer and Channel Relationship Management
	<ul style="list-style-type: none"> • Customer Relations Management: Concept, Characteristics of an empowered customer, Approaches &Types, Role of Customer Relations Manager. • Designing and developing customer Value- Turning customers to loyal clients, Strategic Framework for CRM, E-CRM: Concept and Benefits, Steps, Successful CRM implementation. • Channel Relationship- Concept, Importance, Challenges, and Elements contributing to effective channel relationships.

3	Employee Relationship Management
	<ul style="list-style-type: none"> • Employee Relationship Management - Concept, Objectives of Employee Relations , Approaches to Employee Relations, • Role of Employee Relations Manager, Prospects & Importance of Industrial Relations, Problems & Challenges of Employee Relations, Key Drivers for shifting from Industrial Relations to Employee Relations, • Strategic Framework for ERM, Factors influencing ERM, Essentials of an effective ERM, ERM strategy.
4	Supplier, Investors and Community Relationship Management
	<ul style="list-style-type: none"> • Supplier Relations – Concept, Supplier Segmentation Pyramid, Supplier Improvement Process for better relations, Challenges. • Investors Relations –Concept, Focus, Keys to successful investors’ relations, Enhancing shareholders loyalty and retention. • Stakeholder relations- Types of stakeholders, Role of business in social development, strategies to improve community relations, impact of community relations on business.