**Description of Customer Relationship Managemen**

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| **No. of course** | **Course Name** | **Hours** | **Prerequisite No** |
| 0405256 | Customer Relationship Managemen | 3 | 0400501 |

**Course description:**

**Customer Relationship Management (CRM) is one of the most important components for sustenance and growth of an organization. With the advancement of software technologies, significant progress has been made in designing and managing CRM systems. These efforts envisage facilitating better customer interactions and greater understanding about customers; thus helps an organization build**