



NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC
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REPORT OF EXPERT TALK ON “CUSTOMER RELATIONSHIP MANAGEMENT”

ORGANIZED BY: DEPARTMENT OF MCA

Date: 10th July 2024

Timing: 10:00 a.m.

Organised by: MCA Department

Faculty Programme Co-ordinator: Govindaraj M, Sr. Assistant Professor, Department of MCA, New Horizon College of Engineering, Bengaluru.

Convenor: Dr. V. Asha, Professor & Head, Department of MCA, New Horizon College of Engineering, Bengaluru.

Participants: II Sem MCA Students

No. of participants: 60

Details of the Resource Persons:

Mr. Sadashiv Mulawad

Senior Consultant,

Synthesis Systems Pvt. Ltd., Bangalore

Profile of the Expert:

Sadashiv Mulawad is an alumnus of the Department of MCA, Batch 2015-18. He has 5+ years' of experience in CRM application development, currently working as Senior Consultant, Synthesis Systems Pvt. Ltd., Bangalore.

Objective:

The objective of the sessions was to give an insight on the importance and applications of CRM

Content:

- Introduction to CRM
- Importance of CRM, Applications
- Tools and Technologies
- Demonstration of CRM application

Summary of Content:

The session began with an overview of the fundamental concepts of CRM. Importance of CRM was emphasized, along with the tools and technologies utilized for developing CRM applications. The session was interactive, with students posing various queries. A live demonstration of an application using the Jira tool concluded the session, providing practical examples. Discussions at the end highlighted the benefits of integrating CRM into diverse projects, leaving students with a valuable and enriching learning experience.

Snapshot of the session:





Outcome:

By the end of the session, students gained an understanding of CRM applications and were equipped to get started, thanks to the valuable information and references provided by the speaker.

Faculty-Incharge

HOD-MCA