

# **B. Voc. in Customer Relationship Management**

## **Second Semester**

<b>Professional Conduct and OHS</b>	Introduction to Professional Ethics, Resources for decision making, Basic Moral Principles to Guide Decision Making, Steps in Making Ethical Decisions
	Customer data protection, privacy, Professional Ethics and Integrity, Confidentiality of client data, Client's Right to Informed Consent, Content of Informed Consent; Confidentiality and its limits, Exceptions to Confidentiality, Unintentional breaches of Confidentiality
	Working in office, Gender and Culture Sensitive vulnerabilities, Managing Boundaries and Multiple Relationships, Boundary Crossings versus Boundary Violations
	Values and the Helping Relationship, Non-Discrimination, Roles and responsibilities
	Understanding of operational health and safety principles, Awareness of safety of equipment in use, fire safety, electrical safety, medical emergency procedures, emergency help lines
<b>Consumer Behaviour</b>	<b>TBA</b>
	Introduction to Marketing Research
<b>CRM - Case Studies</b>	<b>TBA</b>
<b>e-Business</b>	<b>TBA</b>
<b>Training/Internship/Seminar/Mini-Project</b>	The candidate is required to work in an academic Institution/ Industry/ Organization on a project that is related to data entry related operations. Should work on a project that involves data entry for different domains especially ones that make use of word processing.