



COLLEGE OF ENGINEERING BHUBANESWAR (COEB)

No.1 (A), CNI Complex, Patia, Bhubaneswar – 751024, Odisha, India.

[AFFILIATED TO BPUT, ODISHA]

www.coeb.ac.in

DEPARTMENT OF MBA

ADD-ON COURSE

Academic Year -2018-19

[Programme: MBA]

Name of the Course: **E-CRM**

Program Code: COEB/PG

Course Code:

Year of Study: **1st Year**

Course objectives: The course focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers

SYLLABUS

Total Lecture Hours: 36

Unit I: Evolution of Customer Relationship

8Hrs

CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.

Unit II: E-CRM Concepts

8Hrs

Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.

Unit III: Planning for CRM

8Hrs

Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.

Unit IV: CRM and Marketing Strategy

6Hrs

E-CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: e-CRM in Consumer Markets, e-CRM in Services Sector, e-CRM in Mass Markets, e-CRM in Manufacturing Sector.

Unit V: CRM Planning and Implementation

6Hrs

Issues and Problems in implementing e-CRM, Information Technology tools in e-CRM, Challenges of e-CRM Implementation. e-CRM Implementation Roadmap, Road Map (RM) Performance: Measuring e-CRM performance- CRM Metrics.

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To be aware of the nuances of customer relationship

CO2: To analyze the CRM link with the other aspects of marketing.

CO3: To impart the basic knowledge of the Role of e-CRM in increasing the sales of the company.

CO4: To make the students aware of the different e-CRM models in service industry

CO5: To make the students aware and analyze the different issues in e-CRM

Text Books:

1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2019
2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2017

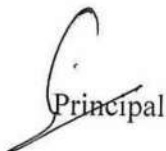
Reference Books:


1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH.
2. Dilip Soman & Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge.
3. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI.
4. Ken Burnett, the Handbook of Key "Customer Relationship Management", 2010, PearsonEducation.
5. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An Indian Perspective", 2010 Excel Books, 2nd edition

Evaluation Process:

1. Students must have at least 75% attendance.
2. Two Internal Assessment will be conducted and minimum score to complete the course must be 60%.
3. After completion certificates will be award to each student.

Course Designed and Developed by:-- Dr. Niranjana Nayak & Dr.Sasmita Nayak


Principal


HOD, MBA
HOD

Master of Business Administration


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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
COLLEGE OF ENGINEERING BHUBANESWAR
Plot No.1(A),CNI complex,Patia,Bhubaneswar-751024
Odisha,India

NOTICE for Add On Course

Ref . No:COEB/MBA/2018/101

Date:04.07.2018

It is here by informed to all students that the Department of MBA is going to start the following Add On course for Academic Year 2018-19.All the students are instructed to enroll their names for the following courses on or before 13th July 2018.The classes will be starting from 5.30 PM to 7.30 PM. You can contact the following course coordinator for enrollment and any queries.

Sl No	Name of Add On course	Semester	Duration of Hours	Date of commencement	Name of the course coordinator
01	Auditing Theory & Practice	1st	36Hrs	16/07/2018	Prof.(Dr).Susanta Ku Mishra
02	E-CRM	1st	36Hrs	09/08/2018	Dr.Sasmita Nayak

Copy to:

1. Office of the Chairman/ Vice-Chairman for kind information.
2. Office of the Executive Director for kind Information.
3. Office of the Registrar for kind Information.
3. Office of the Principal for kind information.
4. Departmental Notice Board.
5. Guard File


HOD
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COLLEGE OF ENGINEERING BHUBANESWAR (COEB)

Plot No.1(A), CNI complex, Patia, Bhubaneswar-751024
Odisha, India

DEPARTMENT OF BUSINESS ADMINISTRATION
- ADD ON/CERTIFICATE COURSE

STUDENT ENROLLMENT SHEET

AY - 2018-19

Programme--MBA
Course Duration:- 36 hrs.

E-CRM
Semester 1st.

Date :-
Sheet No. 01

I do hereby undertake to participate in the above mentioned add on course.

Signature

SNO.	REGNO.	NAME OF THE STUDENT	SIGNATURE
1	1806219001	A PRASANNA	A Prasanna
2	1806219002	ALOK SAROI	Alok Saroi
3	1806219003	ANITA SAHOO	Anita Sahoo
4	1806219004	ARINDAM GHORAI	Arindam Ghora
5	1806219005	ARUN KUMAR SETHI	Not Enrolled
6	1806219006	AYUSHMAN STHITAPRAGNYA	Ayushman Sthitapragnya
7	1806219007	BHAKTIKANTA SAHOO	Bhaktikanta Sahoo
8	1806219008	BISMEET RAJ PATHY	Bismeeet Raj Pathy
9	1806219009	BUNTI SETH	Bunth Seth
10	1806219010	CHANDAN KUMAR NAYAK	Chandran Kumar Nayak
11	1806219011	DEBAKINKAR JENA	Debakink Jena
12	1806219012	DEBASIS PANDA	Debasis Panda
13	1806219013	DEEPAK KUMAR MOHAPATRA	Deepak Kumar Mohapatra
14	1806219014	DEEPAK KUMAR PATRA	Deepak Kumar Patra
15	1806219015	JAGANNATH OJHA	Not Enrolled
16	1806219016	JAYASURYA PRADHAN	Jayasurya Pradhan
17	1806219017	JAYSHREE PATRA	Jayshree Patra
18	1806219018	MADHUSMITA DASH	Madhusmita Dash
19	1806219019	MANABALA MEDHASHREE	Manabala Medhashree
20	1806219020	MANAS RANJAN SAHU	Manas Ranjan Sahu


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21	1806219021	Prakash Swain	Prakash Swain
22	1806219022	Pratyusa Kumar Sahoo	Pratyusa Kumar Sahoo
23	1806219023	Privabrata Dash	Privabrata Dash
24	1806219024	Privanka Behera	Privanka Behera
25	1806219025	Rojalini Priyadarshini	Rojalini Priyadarshini
26	1806219026	Rudranarayan Sahu	Rudranarayan Sahu
27	1806219027	Samikshya Mishra	Samikshya Mishra
28	1806219028	Samya Ranjan Beura	Samya Ranjan Beura
29	1806219029	Sangram Panda	Sangram Panda
30	1806219030	Santanu Kumar Biswal	Santanu Kumar Biswal
31	1806219031	Sefali Mishra	Sefali Mishra
32	1806219032	Shrabani Dash	Shrabani Dash
33	1806219033	Smrutishree Nayak	Smrutishree Nayak
34	1806219034	Snehashis Pradhan	Snehashis Pradhan
35	1806219035	Subhashree Swetapadma Ojha	Subhashree Swetapadma Ojha
36	1806219036	Subhasis Mohanty	Subhasis Mohanty
37	1806219037	Subhasmita Sahu	Subhasmita Sahu
38	1806219038	Subrat Kumar Behera	Subrat Kumar Behera
39	1806219039	Sujata Samal	Sujata Samal
40	1806219040	Sunila Behera	Sunila Behera
41	1806219041	Swaroop Shankar Dash	Swaroop Shankar Dash
42	1806219042	Trusar Behera	Trusar Behera


SIGNATURE

OF COURSE

COORDINATOR



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DEPARTMENT OF BUSINESS ADMINISTRATION
 - ADD ON/CERTIFICATE COURSE

STUDENT ATTENDANCE SHEET

Sheet No. 01

[Signature]
 PRINCIPAL
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Programme: MBA
 Name of the Course: E-CRM

Semester: 1st
 Course Code (if any):
 Date: 09/08/18

Academic Year: 2018-19
 Date: 10/08/18

Date: 13/08/18

Date: 14/08/18

S.N	Regd.No	Name	Signature	Signature	Signature	Signature
0						
1	1806219001	A PRASANNA	A Prasanna	A Prasanna	A Prasanna	A Prasanna
2	1806219002	ALOK SAROI	Alok Saroj	Alok Saroj	Alok Saroj	Alok Saroj
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16	1806219016	JAYASURYA PRADHAN	Jayasurya Pradhan	Jayasurya Pradhan	Jayasurya Pradhan	Jayasurya Pradhan	Jayasurya Pradhan
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27	1806219027	SAMIKSHYA MISHRA	Samikshya Mishra	Samikshya Mishra	Samikshya Mishra	Samikshya Mishra	Samikshya Mishra
28	1806219028	SAMYA RANJAN BEURA	Sanya Ranjan Beura	Sanya Ranjan Beura	Sanya Ranjan Beura	Sanya Ranjan Beura	Sanya Ranjan Beura
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Dt. 09/08/18

Dt. 10/08/18

Dt. 13/08/18

Dt. 14/08/18

02

40	1806219040	SUNILA BEHERA	<i>Sunila Behera</i>	<i>Sunila Behera</i>	<i>Sunila Behera</i>	<i>Sunila Behera</i>
41	1806219041	SWAROOP SHANKAR DASH	<i>Swaroop S Dash</i>	<i>Swaroop S Dash</i>	<i>Swaroop S Dash</i>	<i>Swaroop S Dash</i>
42	1806219042	TRUSAR BEHERA	<i>Trusar Behera</i>	<i>Trusar Behera</i>	<i>Trusar Behera</i>	<i>Trusar Behera</i>

Dt. 09/08/18

Dt. 10/08/18

Dt. 13/08/18

Dt. 14/08/18

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College of Engineering Bhubaneswar

SIGNATURE OF COURSE COORDINATOR

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DEPARTMENT OF BUSINESS ADMINISTRATION
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STUDENT ATTENDANCE SHEET

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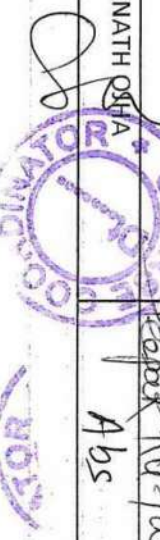
Sheet No. 02

Programme: MBA
 Name of the Course: E-CRM

Semester: 1st Academic Year: 2018-19

Course Code (if any):
 Date: 16/08/18 Date: 17/08/18 Date: 20/08/18 Date: 21/08/18

S.N	Regd.No	Name	Signature	Signature	Signature	Signature
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14	1806219014	DEEPAK KUMAR PATRA	Deepak Ku Patra	Deepak Ku Patra	Deepak Ku Patra	Deepak Ku Patra
15	1806219015	JAGANNATH OJHA	Abs	Abs	Abs	Abs



	DT. 16/08/18	DT. 17/08/18	DT. 20/08/18	DT. 21/08/18	
16	1806219016	JAYASURYA PRADHAN	Jayasurya Pradhan	Jayasurya Pradhan	Jayasurya Pradhan
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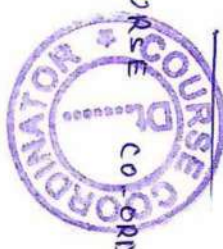
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SIGNATURE OF COURSE COORDINATOR



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College of Engineering Bhubaneswar



COLLEGE OF ENGINEERING BHUBANESWAR (COEB)
 Plot No.1(A), CNI complex, Patia, Bhubaneswar-751024
 Odisha, India

DEPARTMENT OF BUSINESS ADMINISTRATION
 - ADD ON/CERTIFICATE COURSE
STUDENT ATTENDANCE SHEET

Sheet No. 03

[Signature]
PRINCIPAL
 College of Engineering Bhubaneswar

Programme: **MBA**
 Name of the Course: **E-CRM**

Semester: **1st** Academic Year: **2018-19**
 Course Code (if any):
 Date: **23/08/18** Date: **24/08/18** Date: **27/08/18** Date: **28/08/18**

S.N	Regd.No	Name	Signature	Signature	Signature	Signature
1	1806219001	A PRASANNA	A Prasanna	A Prasanna	A Prasanna	A Prasanna
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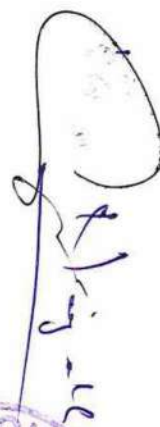



PRINCIPAL

Sl. No.	Roll No.	Name	Signature	Date
16	1806219016	JAYASURVA PRADHAN	Jayasurva Pradhan	DT. 23/08/18
17	1806219017	JAYSHREE PATRA	Jayashree Patra	DT. 24/08/18
18	1806219018	MADHUSMITA DASH	Madhusmita Dash	DT. 27/08/18
19	1806219019	MANABALA MEDHASHREE	Manabala Medhashree	DT. 28/08/18
20	1806219020	MANAS RANJAN SAHU	Manas Ranjan Sahu	
21	1806219021	PRAKASH SWAIN	Prakash Swain	
22	1806219022	PRATYUSA KUMAR SAHOO	Pratyusa Kumar Sahoo	
23	1806219023	PRIVABRATA DASH	Privabrata Dash	
24	1806219024	PRIVANKA BEHERA	Privanka Behera	
25	1806219025	ROJALINI PRIYADARSHINI	Rojalini Priyadarshini	
26	1806219026	RUDRANARAYAN SAHU	Rudranarayan Sahu	
27	1806219027	SAMIKSHYA MISHRA	Samikshya Mishra	
28	1806219028	SAMYA RANJAN BEURA	Sanya Ranjan Beura	
29	1806219029	SANGRAM PANDA	Sangram Panda	
30	1806219030	SANTANU KUMAR BISWAL	Santanu Kumar Biswal	
31	1806219031	SEFALI MISHRA	Sefali Mishra	
32	1806219032	SHRABANI DASH	Shrabani Dash	
33	1806219033	SMRUTISHREE NAYAK	Smrutishree Nayak	
34	1806219034	SNEHASHIS PRADHAN	Snehashis Pradhan	
35	1806219035	SUBHASHREE SWETAPADMA	Subhashree Swetapadma	
36	1806219036	SUBHASIS MOHANTY	Subhasis Mohanty	
37	1806219037	SUBHASHMITA SAHU	Subhashmita Sahu	
38	1806219038	SUBRAT KUMAR BEHERA	Subrat Kumar Behera	
39	1806219039	SUJATA SAMAN	Sujata Samal	

40	1806219040	SUNILA BEHERA	Dt. 23/08/18	Dt. 24/08/18	Dt. 27/08/18	Dt. 28/08/18
41	1806219041	SWAROOP SHANKAR DASH	Sunila Behera	Sunila Behera	Sunila Behera	Sunila Behera
42	1806219042	TRUSAR BEHERA	Swaroop Dash	Swaroop Dash	Swaroop Dash	Swaroop Dash
			Trusar Behera	Trusar Behera	Trusar Behera	Trusar Behera


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 College of Engineering Bhubaneswar

SIGNATURE OF COURSE CO-ORDINATOR





DEPARTMENT OF BUSINESS ADMINISTRATION
- ADD ON/CERTIFICATE COURSE

STUDENT ATTENDANCE SHEET

Sheet No. 04

PRINCIPAL
College of Engineering Bhubaneswar

Programme: MBA

Name of the Course: E-CRM

Semester: 1st

Academic Year: 2018-19

Course Code (if any):

Date: 29/08/18

Date: 30/08/18

Date: 31/08/18

Date: 03/09/18

S.N	Regd.No	Name	Signature	Signature	Signature	Signature
0						
1	1806219001	A PRASANNA	A Prasanna	A Prasanna	A Prasanna	A Prasanna
2	1806219002	ALOK SAROI	Alok Saroi	Alok Saroi	Alok Saroi	Alok Saroi
3	1806219003	ANITA SAHOO	Anita Sahoo	Anita Sahoo	Anita Sahoo	Anita Sahoo
4	1806219004	ARINDAM GHORAI	Arindam Ghora	Arindam Ghora	Arindam Ghora	Arindam Ghora
5	1806219005	ARUN KUMAR SETHI	Abs	Abs	Abs	Abs
6	1806219006	AYUSHMAN SHITAPRAGNYA	Ayushman Shitapragya	Ayushman Shitapragya	Ayushman Shitapragya	Ayushman Shitapragya
7	1806219007	BHAKTIKANTA SAHOO	Bhaktikanta Sahoo	Bhaktikanta Sahoo	Bhaktikanta Sahoo	Bhaktikanta Sahoo
8	1806219008	BISMEET RAJ PATHY	Bismee Raj Pathy	Bismee Raj Pathy	Bismee Raj Pathy	Bismee Raj Pathy
9	1806219009	BUNTI SETH	Bunti Seth	Bunti Seth	Bunti Seth	Bunti Seth
10	1806219010	CHANDAN KUMAR NAYAK	Chandan kumar Nayak	Chandan kumar Nayak	Chandan kumar Nayak	Chandan kumar Nayak
11	1806219011	DEBAKINKAR JENA	Debakink Jena	Debakink Jena	Debakink Jena	Debakink Jena
12	1806219012	DEBASIS PANDA	Debasis Panda	Debasis Panda	Debasis Panda	Debasis Panda
13	1806219013	DEEPAK KUMAR MOHAPATRA	Deepak Ku Mohapatra	Deepak Ku Mohapatra	Deepak Ku Mohapatra	Deepak Ku Mohapatra
14	1806219014	DEEPAK KUMAR PATRA	Deepak Ku Patra	Deepak Ku Patra	Deepak Ku Patra	Deepak Ku Patra
15	1806219015	JAGANNATH GJHA	Abs	Abs	Abs	Abs

16	1806219016	JAYASURYA PRADHAN	Jayasurya Pradhan	Jayasurya Pradhan	Jayasurya Pradhan	Jayasurya Pradhan
17	1806219017	JAYSHREE PATRA	Jayshree Patra	Jayshree Patra	Jayshree Patra	Jayshree Patra
18	1806219018	MADHUSMITA DASH	Madhusmita Dash	Madhusmita Dash	Madhusmita Dash	Madhusmita Dash
19	1806219019	MANABALA MEDHASHREE	Manabala Medhashree	Manabala Medhashree	Manabala Medhashree	Manabala Medhashree
20	1806219020	MANAS RANJAN SAHU	Manas Ranjan Sahu	Manas Ranjan Sahu	Manas Ranjan Sahu	Manas Ranjan Sahu
21	1806219021	PRAKASH SWAIN	Prakash Swain	Prakash Swain	Prakash Swain	Prakash Swain
22	1806219022	PRATYUSA KUMAR SAHOO	Pratyusa Kumar Sahoo	Pratyusa Kumar Sahoo	Pratyusa Kumar Sahoo	Pratyusa Kumar Sahoo
23	1806219023	PRIVABRATA DASH	Privabrata Dash	Privabrata Dash	Privabrata Dash	Privabrata Dash
24	1806219024	PRIVANKA BEHERA	Privanka Behera	Privanka Behera	Privanka Behera	Privanka Behera
25	1806219025	ROJALINI PRIYADARSHINI	Rojalini Priyadarshini	Rojalini Priyadarshini	Rojalini Priyadarshini	Rojalini Priyadarshini
26	1806219026	RUDRANARAYAN SAHU	Rudranarayan Sahu	Rudranarayan Sahu	Rudranarayan Sahu	Rudranarayan Sahu
27	1806219027	SAMIKSHYA MISHRA	Samikshya Mishra	Samikshya Mishra	Samikshya Mishra	Samikshya Mishra
28	1806219028	SAMYA RANJAN BEURA	Sanya R. Behera	Sanya R. Behera	Sanya R. Behera	Sanya R. Behera
29	1806219029	SANGRAM PANDA	Sangram Panda	Sangram Panda	Sangram Panda	Sangram Panda
30	1806219030	SANTANU KUMAR BISWAL	Santanu K. Biswas	Santanu K. Biswas	Santanu K. Biswas	Santanu K. Biswas
31	1806219031	SEFALI MISHRA	Sefali Mishra	Sefali Mishra	Sefali Mishra	Sefali Mishra
32	1806219032	SHRABANI DASH	Shrabani Dash	Shrabani Dash	Shrabani Dash	Shrabani Dash
33	1806219033	SMRUTISHREE NAYAK	Smrutishree Nayak	Smrutishree Nayak	Smrutishree Nayak	Smrutishree Nayak
34	1806219034	SNEHASHIS PRADHAN	Snehshis Pradhan	Snehshis Pradhan	Snehshis Pradhan	Snehshis Pradhan
35	1806219035	SUBHASHREE SWETAPADMA	Subhashree Swetapadma	Subhashree Swetapadma	Subhashree Swetapadma	Subhashree Swetapadma
36	1806219036	SUBHASIS MOHANTY	Subhasis Mohanty	Subhasis Mohanty	Subhasis Mohanty	Subhasis Mohanty
37	1806219037	SUBHASHMITA SAHU	Subhasmita Sahu	Subhasmita Sahu	Subhasmita Sahu	Subhasmita Sahu
38	1806219038	SUBRAT KUMAR BEHERA	Subrat Kumar Behera	Subrat Kumar Behera	Subrat Kumar Behera	Subrat Kumar Behera
39	1806219039	SUJATA SAMAL	Sujata Samal	Sujata Samal	Sujata Samal	Sujata Samal



40	1806219040	SUNILA BEHERA	Sunila Behera	Sunila Behera	Sunila Behera	Sunila Behera
41	1806219041	SWAROOP SHANKAR DASH	Swaroop Dash	Swaroop Dash	Swaroop Dash	Swaroop Dash
42	1806219042	TRUSAR BEHERA	Trusar Behera	Trusar Behera	Trusar Behera	Trusar Behera

[Handwritten Signature]

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College of Engineering Bhubaneswar

SIGNATURE OF COURSE CO-ORDINATOR

[Handwritten Signature]





DEPARTMENT OF BUSINESS ADMINISTRATION
 - ADD ON/CERTIFICATE COURSE
STUDENT ATTENDANCE SHEET

Sheet No. 05

[Signature]
PRINCIPAL
 College of Engineering Bhubaneswar

Programme: **MBA**
 Name of the Course: **E-CRM**

Semester: **1st** Academic Year: **2018-19**

Date: 04/09/18 Date: 05/09/18

Date: _____ Date: _____

S.N	Regd.No	Name	Signature	Signature	Signature	Signature
1	1806219001	A PRASANNA	<i>A Prasanna</i>	<i>A Prasanna</i>		
2	1806219002	ALOK SAROJ	<i>Alok Saraj</i>	<i>Alok Saraj</i>		
3	1806219003	ANITA SAHOO	<i>Anita Sahoo</i>	<i>Anita Sahoo</i>		
4	1806219004	ARINDAM GHORAI	<i>Arindam Ghosai</i>	<i>Arindam Ghosai</i>		
5	1806219005	ARUN KUMAR SETHI	<i>Abs</i>	<i>Abs</i>		
6	1806219006	AYUSHMAN SHITAPRAGNYA	<i>Ayushman Shitapragya</i>	<i>Ayushman Shitapragya</i>		
7	1806219007	BHAKTIKANTA SAHOO	<i>Bhakti Kant Sahoo</i>	<i>Bhakti Kant Sahoo</i>		
8	1806219008	BISMEET RAJ PATHY	<i>Bismeet Raj Pathy</i>	<i>Bismeet Raj Pathy</i>		
9	1806219009	BUNTI SETH	<i>Bunty Seth</i>	<i>Bunty Seth</i>		
10	1806219010	CHANDAN KUMAR NAYAK	<i>Chandan Kumar Nayak</i>	<i>Chandan Kumar Nayak</i>		
11	1806219011	DEBAKINKAR JENA	<i>Debakinku Jena</i>	<i>Debakinku Jena</i>		
12	1806219012	DEBASIS PANDA	<i>Debasis Panda</i>	<i>Debasis Panda</i>		
13	1806219013	DEEPAK KUMAR MOHAPATRA	<i>Deepak Ku Mohapatra</i>	<i>Deepak Ku Mohapatra</i>		
14	1806219014	DEEPAK KUMAR PATRA	<i>Deepak Ku Patra</i>	<i>Deepak Ku Patra</i>		
15	1806219015	JAGANNATH OJHA	<i>Abs</i>	<i>Abs</i>		



16	1806219016	JAVASURYA PRADHAN	Jayasurya Pradhan	Jaya Suresh Pradhan	
17	1806219017	JAYSHREE PATRA	Jayashree Patra	Jayashree Patra	
18	1806219018	MADHUSMITA DASH	Madhusmita Dash	Madhusmita Dash	
19	1806219019	MANABALA MEDHASHREE	Manabala Medhashree	Manabala Medhashree	
20	1806219020	MANAS RANJAN SAHU	Manas Ranjan Sahu	Manas Ranjan Sahu	
21	1806219021	PRAKASH SWAIN	Prakash Swain	Prakash Swain	
22	1806219022	PRATYUSA KUMAR SAHOO	Pratyusa Kumar Sahu	Pratyusa Kumar Sahu	
23	1806219023	PRIYABRATA DASH	Priyanka Behera	Priyanka Behera	
24	1806219024	PRIYANKA BEHERA	Priyabrata Dash	Priyabrata Dash	
25	1806219025	ROJALINI PRIYADARSHINI	Rojalini Priyadarshini	Rojalini Priyadarshini	
26	1806219026	RUDRANARAYAN SAHU	Rudranarayan Sahu	Rudranarayan Sahu	
27	1806219027	SAMIKSHYA MISHRA	Samikshya Mishra	Samikshya Mishra	
28	1806219028	SAMYA RANJAN BEURA	Sanya Ranjan Beura	Sanya Ranjan Beura	
29	1806219029	SANGRAMI PANDA	Sangrami Panda	Sangrami Panda	
30	1806219030	SANTANU KUMAR BISWAL	Santanu Kumar Biswal	Santanu Kumar Biswal	
31	1806219031	SEFALI MISHRA	Sefali Mishra	Sefali Mishra	
32	1806219032	SHRABANI DASH	Shrabani Dash	Shrabani Dash	
33	1806219033	SMRUTISHREE NAVAK	Smruti Shree Nayak	Smruti Shree Nayak	
34	1806219034	SNEHASHIS PRADHAN	Snehashish Pradhan	Snehashish Pradhan	
35	1806219035	SUBHASHREE SWETAPADMA	S. Swetapadma	S. Swetapadma	
36	1806219036	SUBHASIS MOHANTY	Subhasis Mohanty	Subhasis Mohanty	
37	1806219037	SUBHASHMITA SAHU	Subhasmita Sahu	Subhasmita Sahu	
38	1806219038	SUBRAT KUMAR BEHERA	Subrat Kumar Behera	Subrat Kumar Behera	
39	1806219039	SUJATA SAMAL	Sujata Samal	Sujata Samal	

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Bhubaneswar

[Handwritten Signature]



40	1806219040	SUNILA BEHERA	<i>Sunila Behera</i>	<i>Sunila Behera</i>		
41	1806219041	SWAROOP SHANKAR DASH	<i>Swaroop S Dash</i>	<i>Swaroop S Dash</i>		
42	1806219042	TRUSAR BEHERA	<i>Trusar Behera</i>	<i>Trusar Behera</i>		

Dt. 04 / 09 / 18

05/09/18

[Handwritten Signature]

SIGNATURE OF COURSE - CO-ORDINATOR



[Handwritten Signature]
 PRINCIPAL
 College of Engineering Bhubaneswar



COLLEGE OF ENGINEERING BHUBANESWAR
 PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



Certificate of Completion

This is to certify that Mr./Ms. SUBRAT KUMAR BEHERA, student of the Department

of MBA semester First bearing registration number 1806219038

has successfully completed the ADD-ON Course titled E-CRM

conducted at College of Engineering Bhubaneswar in the academic year 2018-19

Course-Cordinator

Principal

TRUE COPY

PRINCIPAL
 College of Engineering Bhubaneswar



COLLEGE OF ENGINEERING BHUBANESWAR
PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



Certificate of Completion

This is to certify that Mr./Ms. SUJATA SAMAL, student of the Department

of MBA semester First bearing registration number 1806219039

has successfully completed the ADD-ON Course titled E-CRM

conducted at College of Engineering Bhubaneswar in the academic year 2018-19

TRUE COPY

Course-Coordinator

Principal

PRINCIPAL
College of Engineering Bhubaneswar



COLLEGE OF ENGINEERING BHUBANESWAR
 PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



Certificate of Completion

This is to certify that Mr./Ms. SUNILA BEHERA, student of the Department

of MBA semester First bearing registration number 1806219040

has successfully completed the ADD-ON Course titled E-CRM

conducted at College of Engineering Bhubaneswar in the academic year 2018-19

Course-Coordinator

Principal

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PRINCIPAL
 College of Engineering Bhubaneswar



COLLEGE OF ENGINEERING BHUBANESWAR
 PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



Certificate of Completion

This is to certify that Mr./Ms. SWAROOP SHANKAR DASH, student of the Department

of MBA semester First bearing registration number 1806219041

has successfully completed the ADD-ON Course titled E-CRM

conducted at College of Engineering Bhubaneswar in the academic year 2018-19.

TRUE COPY

Course-Coordinator

Principal

PRINCIPAL
 College of Engineering Bhubaneswar



COLLEGE OF ENGINEERING BHUBANESWAR

PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



Certificate of Completion

This is to certify that Mr./Ms. TRUSAR BEHERA student of the Department

of MBA semester First bearing registration number 1806219042

has successfully completed the ADD-ON Course titled E-CRM

conducted at College of Engineering Bhubaneswar in the academic year 2018-19

TRUE COPY

Course-Coordinator

Principal

PRINCIPAL
College of Engineering Bhubaneswar