

Biotech Industry Customer Relationship Assistant

Class: B.Sc. Part -III

Skill Level: 8

Department of Biotechnology

1. Title: Biotech Industry Customer Relationship Assistant
2. Year of implementation: 2020

Structure of Skill Development Course

Skill Level	Theory Hours	Practical Hours	Total Hours	Credits	No. of students in batch
8	20	30	50	03	30

Syllabus

Learning Objectives:

1. To study the skill based knowledge of Customer management skill for Biotechnology.
2. To make students well versed with at the business communication skills.
3. To develop the required body language in the future marketing professionals.
4. To understand about the various techniques of selling
5. Understand the nature of a Service organization.

Theory Syllabus (20 Hrs)

Unit I: Effective communication and customer Management for Biotech.

Communication skill:- Components of effective communication, Communication process and handling of customer, Introduction to Customer management skill, customer management fundamentals –Theoretical perspectives of customer relationship, Customer satisfaction in relation to biotechnology industry.

Unit II: Selling and Service organization.

Different types of products and the selling techniques of different products and services varies from sector to sector, Selling techniques -understanding the market, Focus on right leads, prioritize the company above yourself, Focus on helping, Concept of 4 methods of presentation –Preparation and Introduction, Presentation, evaluation and summarization study using example of any biotech industry.

Practical Syllabus (30 Hrs)

List of Experiments:-----24 hr

- 1 Communication skill Biotech professional.
- 2 Study of different pictorial expression of non-verbal communication and its analysis.
- 3 Demonstration of techniques on how to sell the services.
- 4 Preparation and delivering of presentation.
- 5 Team Building Practices through group exercises, team task, Group discussion.
- 6 Project/ case study/Field Visits/ related to biotechnology field.----- 6 hr

Learning Outcomes:

After the successfully completion of the course the students can acquire the:-

- 1 Knowledge of Customer management skill for Biotechnology.
- 2 Well prepared for Business communication.
- 3 Students acquire the knowledge about organisations and customers.
- 4 Acquire the expertise in various techniques of selling perspectives.
- 5 Students were expert in service organization.

Recommended Books:

- 1 Soft skills Training – A workbook to develop skills for employment - Fredrick H. Wentz
- 2 Customer relationship management -concepts and cases – Alokumar Rai
- 3 ABC's of Selling with etiquette, Canterbury House Publishing -Dale Brakhage & Edie Hand

BOS Sub Committee:

BOS Sub Committee (Department)	BOS Sub Committee (External Expert)
Mr. U. L. Shewale	Mr. Sanket Nikam, Intas Pharma Ltd.
Mr. K. B Kumbhar	Mr. Nitin Mali, Mitcon Institute of Management , Pune