



**Universitas Negeri Surabaya
Fakultas Ekonomika dan Bisnis
Program Studi S1 Bisnis Digital**

Kode Dokumen

RENCANA PEMBELAJARAN SEMESTER

| MATA KULIAH (MK) | KODE | Rumpun MK | BOBOT (sks) | SEMESTER | Tgl Penyusunan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Customer Relationship Management | 6120903032 | Mata Kuliah Wajib Program Studi | T=0 P=2 ECTS=3.18 | 5 | 1 Desember 2024 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OTORISASI | Pengembang RPS | | Koordinator RMK | | Koordinator Program Studi | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fresha kharisma,S.E.,M.SM. | | Hafid Kholidi Hadi, S.E., M.SM. | | Hujjatullah Fazlurrahman, S.E., MBA. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Model Pembelajaran | Project Based Learning | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Capaian Pembelajaran (CP) | CPL-PRODI yang dibebankan pada MK | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Capaian Pembelajaran Mata Kuliah (CPMK) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | CPMK - 1 | Mahasiswa mampu menganalisis teori customer relationship management dari sudut pandang pelanggan dan organisasi. . Students analyze the theory of customer relationship management from the perspective of customers and organizations. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | CPMK - 2 | Mahasiswa mampu menganalisis Customer Acquisition Matrix di perusahaan Students are able to analyze the Customer Acquisition Matrix in companies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | CPMK - 3 | Mahasiswa mampu menganalisis Customer Activities di perusahaan Students are able to analyze the Customer Activities in companies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | CPMK - 4 | Mahasiswa mampu menganalisis Customer-Based Value Strategy di perusahaan Students are able to analyze the Customer-Based Value Strategy in companies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Matrik CPL - CPMK | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1" style="margin: auto;"> <tr><td>CPMK</td></tr> <tr><td>CPMK-1</td></tr> <tr><td>CPMK-2</td></tr> <tr><td>CPMK-3</td></tr> <tr><td>CPMK-4</td></tr> </table> | CPMK | CPMK-1 | CPMK-2 | CPMK-3 | CPMK-4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK-1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK-2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK-3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK-4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Matrik CPMK pada Kemampuan akhir tiap tahapan belajar (Sub-CPMK) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1" style="margin: auto;"> <thead> <tr> <th rowspan="2">CPMK</th> <th colspan="16">Minggu Ke</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> </thead> <tbody> <tr><td>CPMK-1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>CPMK-2</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>CPMK-3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>CPMK-4</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table> | CPMK | Minggu Ke | | | | | | | | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | CPMK-1 | | | | | | | | | | | | | | | | | CPMK-2 | | | | | | | | | | | | | | | | | CPMK-3 | | | | | | | | | | | | | | | | | CPMK-4 | | | | | | | | | | | | | | | | | | | | |
| CPMK | Minggu Ke | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK-1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK-2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK-3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CPMK-4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Deskripsi Singkat MK | Mata kuliah ini mengkaji CRM sebagai strategi bisnis yang mengintegrasikan proses internal dan jaringan eksternal untuk menciptakan dan memberikan nilai bagi pelanggan sasaran dan bagi organisasi. Mata kuliah ini akan mengambil pandangan 'pemasaran' yang lebih luas dari sekedar merancang sebuah produk, mengiklankan, menetapkan harga dan mendistribusikannya kepada konsumen. Mata kuliah berbasis case study ini mengkaji peran pemangku kepentingan, seperti staf internal, pemasok, dan kelompok berpengaruh, dalam membentuk hubungan dengan pelanggan. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pustaka | Utama : | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

1. 1. Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .
2. 2. Knox, S., Payne, A., Ryals, L., Maklan, S., & Peppard, J. (2007). Customer relationship management. Routledge
3. 3. Buttle, F. (2004). Customer relationship management. Routledge.

Pendukung :

Dosen Pengampu

Hujjatullah Fazlurrahman, S.E., MBA.
Hafid Kholidi Hadi, S.E., M.SM.
Fresha Kharisma, S.E., M.SM.

| Mg Ke- | Kemampuan akhir tiap tahapan belajar (Sub-CPMK) | Penilaian | | Bantuan Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [Estimasi Waktu] | | Materi Pembelajaran [Pustaka] | Bobot Penilaian (%) |
|--------|---|--------------------------------|---|--|------------------|--|---------------------|
| | | Indikator | Kriteria & Bentuk | Luring (offline) | Daring (online) | | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
| 1 | Mahasiswa memahami Customer Acquisition Matrix | 1.aktifitas 2. partisipatif | Kriteria: Power point Non-test technique: Power point Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Penilaian Portofolio | Ceramah, diskusi | Ceramah, diskusi | Materi: menilai Matriks Akuisisi Konsumen Pustaka: 1. Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . Materi: interpretasi nilai Matriks Akuisisi Konsumen Pustaka: | 2% |
| 2 | Mahasiswa mampu merumuskan implementasi Customer Activity Students are able to formulate the implementation of Customer Activity | | Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk | Ceramah, diskusi | Ceramah, diskusi | Materi: menilai Aktivitas konsumen Pustaka: 1. Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . Materi: interpretasi Customer Activity Pustaka: | 2% |

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|---|---|--|--|---|--|--|----|
| 3 | | | Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Ceramah, diskusi | | Materi: menilai Strategi Customer-Based Value Pustaka: 1. <i>Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .</i> Materi: interpretasi Strategi Customer-Based Value Pustaka: | 2% |
| 4 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: | 5% |
| 5 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. <i>Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .</i> | 5% |

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|---|---|--|--|---|--|---|-----|
| 6 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. <i>Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .</i> | 5% |
| 7 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. <i>Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .</i> | 4% |
| 8 | Menyusun Laporan Rencana Kegiatan Magang | | Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Penilaian Praktikum, Praktik / Unjuk Kerja | Penilaian dokumen LRK | | Materi: menjelaskan laporan rencana kegiatan (LRK) dan mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: | 20% |

| | | | | | | | |
|----|---|--|--|---|--|---|----|
| 9 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . | 5% |
| 10 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . | 5% |
| 11 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . | 5% |

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|----|---|--|--|---|--|---|----|
| 12 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . | 5% |
| 13 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . | 5% |
| 14 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . | 5% |

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|----|---|--|---|---|--|---|-----|
| 15 | Mahasiswa mampu mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy | | Bentuk Penilaian : Aktifitas Partisipasif, Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja | Praktik kerja di perusahaan 1 semester 5 x 8 hari kerja | | Materi: mengidentifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy Pustaka: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management</i> . Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . | 4% |
| 16 | Seminar Hasil Magang Internship Seminar | | Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk | menyusun laporan akhir kegiatan hasil identifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy di perusahaan | | Materi: menyusun laporan akhir kegiatan hasil identifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy di perusahaan Pustaka: Materi: presentasikan laporan akhir kegiatan hasil identifikasi Consumer Acquisition, Consumer Activity, dan Customer-Based Value Strategy di perusahaan Pustaka: | 20% |

Rekap Persentase Evaluasi : Project Based Learning

| No | Evaluasi | Persentase |
|----|--|------------|
| 1. | Aktifitas Partisipasif | 16.02% |
| 2. | Penilaian Hasil Project / Penilaian Produk | 49.19% |
| 3. | Penilaian Portofolio | 1% |
| 4. | Penilaian Praktikum | 6.67% |
| 5. | Praktik / Unjuk Kerja | 26.19% |
| | | 99.07% |

Catatan

- Capaian Pembelajaran Lulusan Prodi (CPL - Prodi)** adalah kemampuan yang dimiliki oleh setiap lulusan prodi yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan ketrampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
- CPL yang dibebankan pada mata kuliah** adalah beberapa capaian pembelajaran lulusan program studi (CPL-Prodi) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, ketrampilan umum, ketrampilan khusus dan pengetahuan.
- CP Mata kuliah (CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
- Sub-CPMK Mata kuliah (Sub-CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.

5. **Indikator penilaian** kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. **Kreteria Penilaian** adalah patokan yang digunakan sebagai ukuran atau tolok ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kreteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kreteria dapat berupa kuantitatif ataupun kualitatif.
7. **Bentuk penilaian:** tes dan non-tes.
8. **Bentuk pembelajaran:** Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian Kepada Masyarakat dan/atau bentuk pembelajaran lain yang setara.
9. **Metode Pembelajaran:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, dan metode lainnya yg setara.
10. **Materi Pembelajaran** adalah rincian atau uraian dari bahan kajian yg dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. **Bobot penilaian** adalah prosentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tsb., dan totalnya 100%.
12. TM=Tatap Muka, PT=Penugasan terstruktur, BM=Belajar mandiri.