



Universitas Negeri Surabaya
Faculty of Economics and Business
Digital Business Undergraduate Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Customer Relationship Management	6120903032	Compulsory Study Program Subjects	T=0	P=2	ECTS=3.18	5	July 18, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Fresha kharisma,S.E.,M.SM.		Hafid Kholidi Hadi, S.E., M.SM.			Hujjatullah Fazlurrahman, S.E., MBA.	

Learning model	Project Based Learning
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Program Learning Outcomes (PLO)	PLO study program that is charged to the course
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	Program Objectives (PO)
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PO - 1	Students are able to analyze customer relationship management theory from the perspective of customers and organizations. . Students analyze the theory of customer relationship management from the perspective of customers and organizations.
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PO - 2	Students are able to analyze the Customer Acquisition Matrix in companies. Students are able to analyze the Customer Acquisition Matrix in companies
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PO - 3	Students are able to analyze the Customer Activities in companies. Students are able to analyze the Customer Activities in companies
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PO - 4	Students are able to analyze the Customer-Based Value Strategy in companies Students are able to analyze the Customer-Based Value Strategy in companies
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	PLO-PO Matrix
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P.O						
PO-1						
PO-2						
PO-3						
PO-4						

	PO Matrix at the end of each learning stage (Sub-PO)
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Short Course Description	This course examines CRM as a business strategy that integrates internal processes and external networks to create and provide value for target customers and for the organization. This course will take a broader view of 'marketing' than just designing a product, advertising it, setting a price and distributing it to consumers. This case study-based course examines the role of stakeholders, such as internal staff, suppliers and influential groups, in forming relationships with customers.
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References	Main :
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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.

Supporters:

Supporting lecturer

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

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students understand the Customer Acquisition Matrix	1.activity 2. participative	Criteria: Power point Non-test technique: Power point Form of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment	Lectures, discussions	Lectures, discussions	Material: assessing the Consumer Acquisition Matrix References: 1. Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . Material: interpretation of Consumer Acquisition Matrix values Literature:	2%
2	Students are able to formulate the implementation of Customer Activity Students are able to formulate the implementation of Customer Activity		Form of Assessment : Project Results Assessment / Product Assessment	Lectures, discussions	Lectures, discussions	Material: assessing consumer activities References: 1. Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . Material: interpretation of Customer Activity Literature:	2%

3			Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance	Lectures, discussions		Material: assessing Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management</i> . Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. . Material: interpretation of Customer-Based Value Strategy Literature:	2%
4	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy Literature:	5%
5	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management</i> . Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .	5%
6	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management</i> . Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .	5%

7	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .	4%
8	Prepare Internship Activity Plan Reports		Forms of Assessment : Project Results Assessment / Product Assessment, Practical Assessment, Practice / Performance	LRK document assessment		Material: explains the activity plan report (LRK) and identifies Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy. Literature:	20%
9	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .	5%
10	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .	5%

11	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .</i>	5%
12	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .</i>	5%
13	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .</i>	5%

14	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .	5%
15	Students are able to identify Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Work practice at the company 1 semester 5 x 8 working days		Material: identifying Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy References: 1. Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018. .	4%
16	Internship Results Seminar Internship Seminar		Form of Assessment : Project Results Assessment / Product Assessment	prepare the final report on activities resulting from the identification of Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy in the company		Material: preparing a final report on activities resulting from the identification of Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy in the company Library: ----- Material: present the final report on activities resulting from the identification of Consumer Acquisition, Consumer Activity, and Customer-Based Value Strategy in the company Library:	20%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	16.02%
2.	Project Results Assessment / Product Assessment	49.19%
3.	Portfolio Assessment	1%

4.	Practical Assessment	6.67%
5.	Practice / Performance	26.19%
		99.07%

Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.