



**Universitas Negeri Surabaya
Faculty of Engineering,
Bachelor of Information Systems Study Program**

**Document
Code**

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																																																																																					
Customer Service Management	5720103021		T=3 P=0 ECTS=4.77	5	July 17, 2024																																																																																																					
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																																																																																						
	I Kadek Dwi Nuryana, S.T., M.Kom.																																																																																																						
Learning model	Case Studies																																																																																																									
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																																									
	PLO-26	Have expertise in evaluating, identifying system developments and carrying out system maintenance;																																																																																																								
	PLO-30	Able to apply the basic principles of algorithms and computer science theory in modeling and designing computer-based systems in such a way as to demonstrate an understanding of the advantages and disadvantages of existing designs.																																																																																																								
	Program Objectives (PO)																																																																																																									
	PO - 1	Students understand the concept of relationships and customers																																																																																																								
	PO - 2	students can manage customer relationship management																																																																																																								
	PO - 3	Students are able to compile customer portfolio activities																																																																																																								
	PO - 4	Students are able to use information technology in CRM and are able to develop CRM concepts																																																																																																								
	PLO-PO Matrix																																																																																																									
		<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>P.O</th> <th colspan="2">PLO-26</th> <th colspan="2">PLO-30</th> </tr> </thead> <tbody> <tr><td>PO-1</td><td></td><td></td><td></td><td></td></tr> <tr><td>PO-2</td><td></td><td></td><td></td><td></td></tr> <tr><td>PO-3</td><td></td><td></td><td></td><td></td></tr> <tr><td>PO-4</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>					P.O	PLO-26		PLO-30		PO-1					PO-2					PO-3					PO-4																																																																															
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																																										
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Short Course Description	Building a strong relationship with customers is a central issue for business organizations to increase long-term excellence. This relationship needs to be maintained to get loyal consumers. This course will discuss the meaning of CRM, relationships and commitment, CRM databases, information technology support, CRM applications.																																																																																																									
References	Main :																																																																																																									

1. Buttle, Francis, 2004. Customer Relationship Management Concepts and Tools. Elsevier
2. Zikmund, R., McLeod, R. & Gilbert, F., 2003. Customer Relationship Management, Integrating Marketing Strategy and Information Technology. Wiley.
3. Baran, Roger J, Galka Robert J and Strunk, Daniel P.2008. Customer Relationship Management. Thomson South-Western
4. Kumar V and Reinartz, Werner.2012. Customer Relationship Management: Concept, Strategy and Tools (2nd Editions). Springer
5. Kostojohn, Scoot, Johnson, Mathew and Paulen, Brian. 2011. CRM Fundamentals.Apress
6. Raab, Gerhard, Ajami, Riad A, et al. 2012.Customer Relationship Management: A Global Perspective. Gower Applied Business Research

Supporters:

Supporting lecturer Dwi Fatrianto Suyatno, S.Kom., M.Kom.
Ardhini Warih Utami, S.Kom., M.Kom.

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	Introduction to CRM (Customer Relationship Management) Students understand the meaning and importance of customer relationship management	Understanding CRM	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: CRM Concept References: Zikmund, R., McLeod, R. & Gilbert, F., 2003. Customer Relationship Management, Integrating Marketing Strategy and Information Technology. Wiley.	4%
2	Students understand the meaning and importance of customer relationship management	1.Definition of customer relationship management 2.History and development of CRM 3.Organization and CRM	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Customer Relationship Management References: Zikmund, R., McLeod, R. & Gilbert, F., 2003. Customer Relationship Management, Integrating Marketing Strategy and Information Technology. Wiley.	4%
3	Students understand about Data, Information and Technology	1.Data, Information and Technology CRM and data management 2.Platform technology and data	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Data, Information and Technology References: Kostojohn, Scoot, Johnson, Mathew and Paulen, Brian. 2011. CRM Fundamentals. Apress	4%

4	Students understand about Data, Information and Technology	1.Data, Information and Technology CRM and data management 2.Platform technology and data	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Data, Information and Technology CRM and data management References: <i>Baran, Roger J, Galka Robert J and Strunk, Daniel P. 2008. Customer Relationship Management. Thomson South-Western</i>	4%
5	Students understand the development and management of consumer databases	Database and consumer data development	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Consumer database References: <i>Raab, Gerhard, Ajami, Riad A, et al. 2012. Customer Relationship Management: A Global Perspective. Gower Applied Business Research</i>	4%
6	Students understand the development and management of consumer databases	Database and consumer data development	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Consumer database References: <i>Raab, Gerhard, Ajami, Riad A, et al. 2012. Customer Relationship Management: A Global Perspective. Gower Applied Business Research</i>	4%
7	Students understand the impact of CRM on sales and marketing strategies	1.Sales strategy and CRM 2.CRM technology and sales 3.Marketing and CRM strategy	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Impact of CRM in marketing References: <i>Kostojohn, Scoot, Johnson, Mathew and Paulen, Brian. 2011. CRM Fundamentals. Apress</i>	4%
8	Students understand the impact of CRM on sales and marketing strategies	1.Sales strategy and CRM 2.CRM technology and sales 3.Marketing and CRM strategy	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Impact of CRM in marketing References: <i>Raab, Gerhard, Ajami, Riad A, et al. 2012. Customer Relationship Management: A Global Perspective. Gower Applied Business Research</i>	4%
9	UTS		Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	UTS 3 X 50	UTS 3 X 50	Material: UTS Library:	20%

10	Students understand Value Creation for Customers	<ol style="list-style-type: none"> 1.Customer value creation Definition of value for customers 2.Developing the concept of relationships 3.Gain competitive advantage through customer relationships 	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Customer value Reference: Kumar V and Reinartz, Werner.2012. <i>Customer Relationship Management: Concept, Strategy and Tools (2nd Edition)</i> . Springer	4%
11	Students understand CRM evaluation	CRM Measurement programs and tools	Form of Assessment : Participatory Activities	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: CRM Evaluation References: Kostajohn, Scoot, Johnson, Mathew and Paulen, Brian. 2011. <i>CRM Fundamentals</i> . Apress	4%
12	Students understand Consumer Portfolio Analysis	<ol style="list-style-type: none"> 1. Understanding portfolio and consumers 2.Market segmentation 3.Consumer Portfolio Analysis 4.Sales Forecasting 5.Consumer Portfolio Strategy 	Form of Assessment : Project Results Assessment / Product Assessment	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Consumer portfolio analysis References: Raab, Gerhard, Ajami, Riad A, et al. 2012. <i>Customer Relationship Management: A Global Perspective</i> . Gower Applied Business Research	4%
13	Students understand relationships with consumers	<ol style="list-style-type: none"> 1. Understanding Consumer Intimacy 2.Data integration, factories, shops, data sources 3.Privacy Issues 		Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Relationship with consumers References: Raab, Gerhard, Ajami, Riad A, et al. 2012. <i>Customer Relationship Management: A Global Perspective</i> . Gower Applied Business Research	4%
14	Students understand Network Creation and Management	<ol style="list-style-type: none"> 1. Understanding customer network 2.Principles in network management 3.Network Management and CRM 4.Relationship with Suppliers 		Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Network management with consumers Reference: Buttle, Francis, 2004. <i>Customer Relationship Management Concepts and Tools</i> . Elsevier	4%

15	Students understand about managing the consumer life cycle: Customer Acquisition, Customer Retention and Customer Development	<ol style="list-style-type: none"> 1. New customer 2. Estimation of consumer value 3. Key Performance Indicators of consumer acquisition programs 4. Use of consumer data for consumer acquisition 5. Understanding customer retention 6. Customers to be retained 7. Customer retention strategy 8. Customer development strategy 		Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Approach: Scientific Model: Cooperative Method: Discussion, Presentation and practicum 3 X 50	Material: Consumer life cycle Reference: <i>Buttle, Francis, 2004. Customer Relationship Management Concepts and Tools. Elsevier</i>	4%
16	UAS		Form of Assessment : Participatory Activities	UAS 1X1	UAS	Material: UAS Literature:	20%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	70%
2.	Project Results Assessment / Product Assessment	14%
		84%

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.

