

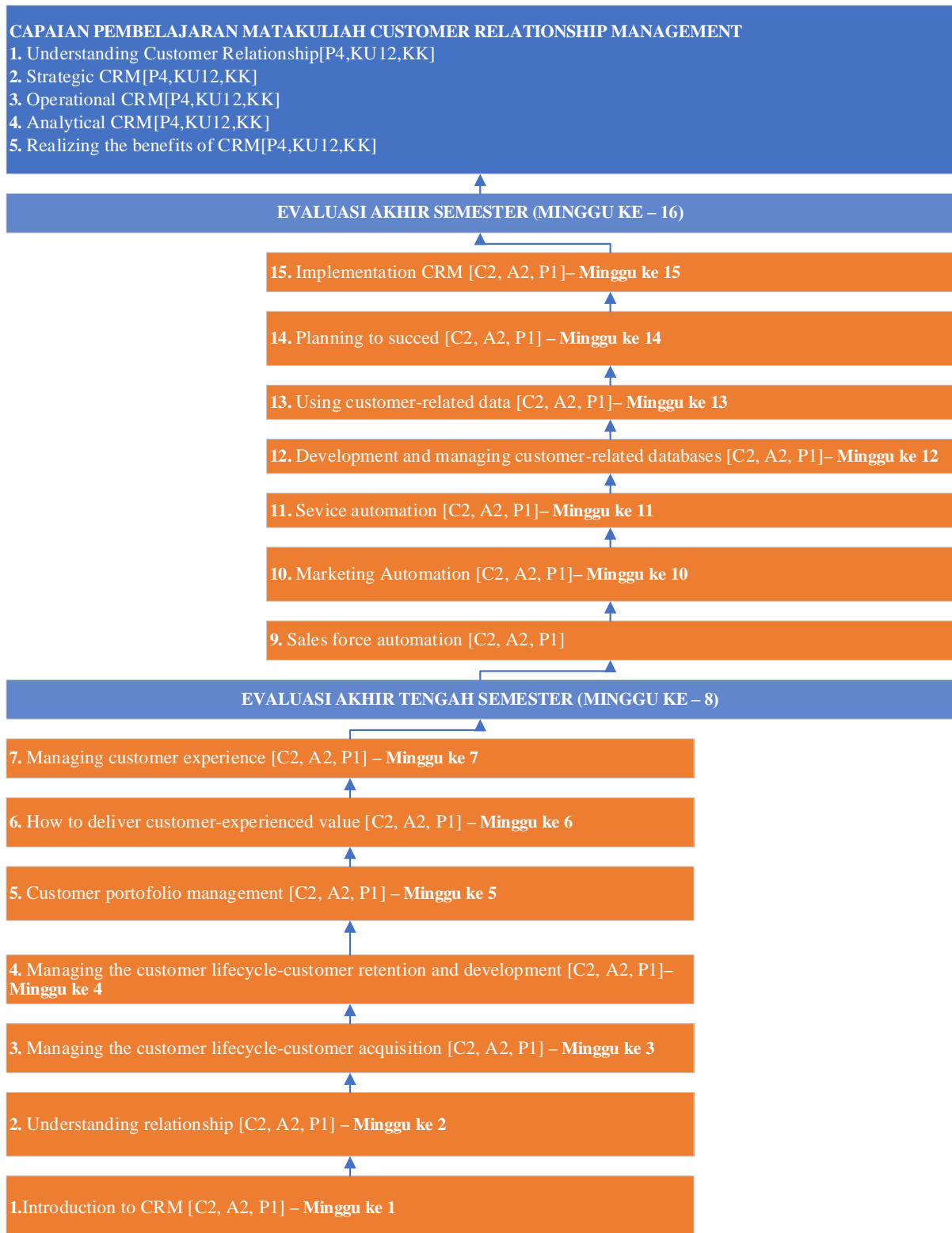
RENCANA PEMBELAJARAN SEMESTER CUSTOMER RELATIONSHIP MANAGEMENT



Disusun Oleh :
Lila Setiyani , S.T, M.Kom

**SEKOLAH TINGGI MANAJEMEN INFORMATIKA DAN KOMPUTER ROSMA
PROGRAM STUDI SISTEM INFORMASI
2020**

DIAGRAM ANALISIS HASIL PEMBELAJARAN MATAKULIAH CUSTOMER RELATIONSHIP MANAGEMENT





**SEKOLAH TINGGI MANAJEMEN INFORMATIKA DAN KOMPUTER ROSMA
PROGRAM STUDI SISTEM INFORMASI**

RENCANA PEMBELAJARAN SEMESTER

MATA KULIAH	KODE	Rumpun Mata Kuliah	BOBOT(sks)	SEMESTER	Tgl Penyusunan
Customer Relationship Management		Sistem Informasi	3		
OTORISASI	Dosen Pengembang RPS	Koordinator RMK	Kepala Program Studi		
			Lila Sertiyani, S.T, M.Kom		
Capaian Pembelajaran (CP)	CPL-PRODI				
	P4	Memiliki pengetahuan sesuai dengan capaian pembelajaran program studi S1 sistem Informasi			
	KU12	Memiliki kecakapan hidup sesuai capaian pembelajaran program studi Sistem Informasi			
	KK	Mampu mengembangkan teori serta metode atau teknik pada domain management and governance(MAGO) atau informatics concepts (INCO)			
	CP-MK				
	M1	Understanding Customer Relationship[P4,KU12,KK]			
	M2	Strategic CRM[P4,KU12,KK]			
	M3	Operational CRM[P4,KU12,KK]			
	M4	Analytical CRM[P4,KU12,KK]			
	M5	Realizing the benefits of CRM[P4,KU12,KK]			
Deskripsi Mata Kuliah	Mata kuliah ini mengajarkan untuk memahami customer relationship, strategic, operational, analytical dan benefit CRM				
Materi Pembelajaran / Pokok Bahasan	SUB-CP-MK				
	<ol style="list-style-type: none"> 1. Introduction to CRM[M1] 2. Understanding relationship[M1] 3. Managing the customer lifecycle-customer acquisition[M1] 4. Managing the customer lifecycle-customer retention and development[M1] 5. Customer portofolio management[M2] 				

	6. How to deliver customer-experienced value[M2] 7. Managing customer experience[M2] 8. Sales force automation[M3] 9. Marketing automation[M3] 10. Service automation[M3] 11. Development and managing customer-related databases[M4] 12. Using customer-related data[M4] 13. Planning to succeed[M5] 14. Implementation CRM[M5]					
Pustaka	Utama :					
	Buttle, Francis. Maklan, Stan (2003) . Customer Relationship Managemnt Concept and Technologies Third edition. London : Routledge.					
	Kumar,V. Reinartz, Werner(2006). Customer Relationship Management Concept , Strategy and tools Third Edition. Germany : John Wiley & Sons					
	Pendukung :					
	Peelen, Ed. Beltman, Rob(2003). Customer Relationship Management. UK : Pearson Education Limited					
Media Pembelajaran	Perangkat Lunak :			Perangkat Keras :		
	Microsoft Word			Proyektor , Papan Tulis ,Spidol, Penghapus		
Tema Teaching						
Matakuliah Syarat						
Mg Ke-	Sub-CP-MK (sbg kemampuan akhir yang diharapkan)	Indikator	Kriteria & Bentuk Penilaian	Metode Pembelajaran [Estimasi Waktu]	Materi Pembelajaran [Pustaka]	Bobot Penilaian[%]
1	Introduction to CRM [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> ▪ Introduction to CRM 	Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ Introduction ▪ Strategic CRM ▪ Operational CRM ▪ Analytical CRM ▪ Where does social CRM fit ▪ Misunderstanding about CRM ▪ Defining CRM ▪ CRM constituencies 	5%

					<ul style="list-style-type: none"> ▪ Commercial context of CRM ▪ The not-for-profit context – the third sector ▪ Model of CRM 	
2	Understanding relationship [C2, A2, P1]	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ Understanding relationship 	<p>Kriteria : Ketepatan dan penguasaan</p> <p>Bentuk non-test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ What is a relationship ▪ Relationship quality ▪ Why companies want relationship with customer ▪ Customer life time value ▪ When might companies not want relationship with customer ▪ Why customer want relationship with supplier ▪ Customer satisfaction, loyalty and business performance ▪ Relationship management theories. 	
3	Managing the customer lifecycle-customer acquisition [C2, A2, P1]	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ Managing the customer lifecycle-customer acquisition 	<p>Kriteria : Ketepatan dan penguasaan</p> <p>Bentuk non-test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ Introduction ▪ What is a new customer ▪ Portofolio purchasing ▪ Prospecting ▪ Key performance indicators of customer acquisition programmes ▪ Making the right offer ▪ Operational CRM tool that help customer acquisition. 	5%
4	Managing the customer lifecycle-customer retention	<p>Ketepatan dalam menjelaskan :</p>	<p>Kriteria : Ketepatan dan penguasaan</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi 	<ul style="list-style-type: none"> ▪ Chapter objective ▪ Introduction ▪ What is customer retention 	5%

	and development [C2, A2, P1]	<ul style="list-style-type: none"> Managing the customer lifecycle-customer retention and development 	Bentuk non-test : Tanya jawab	[TM 3 x 50"]	<ul style="list-style-type: none"> Economics of customer retention Which customer to retain Strategies for customer retention Positive customer retention strategies Context makes a difference Key performance indicators of customer retention programmes The role of research in reducing churn Strategies for customer development Strategies for terminating customer relationship 	
5	Customer portfolio management [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> Customer portfolio management 	Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50"] 	<ul style="list-style-type: none"> Chapter objectives What is a portfolio Who is the customer Basic disciplines for CPM CPM in the business-to-business context Customer portfolio models Additional customer portfolio management tools Strategically significant customer The seven core customer management strategies 	10%
6	How to deliver customer-experienced value [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> How to deliver customer-experienced value 	Kriteria : Ketepatan dan penguasaan	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50"] 	<ul style="list-style-type: none"> Chapter Objectives Introduction' understanding value 	10%

			Bentuk Non Test : Tanya jawab		<ul style="list-style-type: none"> ▪ When do customer experience value ▪ Modelling customer-perceived value ▪ Source of customer value ▪ Customization ▪ Value through the marketing mix 	
7	Managing customer experience [C2, A2, P1]	Ketepatan dan penguasaan dalam memahami : <ul style="list-style-type: none"> ▪ Managing customer experience 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ Introduction ▪ What is customer experience ▪ Customer experience concepts ▪ How to manage customer experience ▪ What distinguishes customer experience management from CRM ▪ How CRM software application influence customer experience. 	5%
UJIAN TENGAH SEMESTER						
9	Sales force automation [C2, A2, P1]	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> ▪ Sales force automation 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectiver ▪ Introduction ▪ What is SFA ▪ The SFA eco-system ▪ SFA adoption ▪ HowSFA changes sales performance 	5%
10	Marketing Automation [C2, A2, P1]	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> ▪ Marketing Automation 	Kriteria : Ketepatan dan penguasaan	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ Introduction ▪ What is marketing automation 	5%

			Bentuk Non Test : Tanya jawab	▪	<ul style="list-style-type: none"> ▪ Benefit of marketing automation ▪ Software application for marketing 	
11	Service automation [C2, A2, P1]	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> ▪ Service automation 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 2 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ Introduction ▪ What is customer service ▪ Modelling service quality ▪ Customer service excellence certification ▪ What is service automation ▪ Benefits from service automation ▪ Software application for service 	15%
12	Development and managing customer-related databases [C2, A2, P1]	Ketepatan dan penguasaan dalam memahami : <ul style="list-style-type: none"> ▪ Development and managing customer-related databases 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 2 x 50”] ▪ 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ Introduction ▪ Corporate customer-related data ▪ Structured and unstructured data ▪ Developing a customer-related database ▪ Data integration ▪ Data warehouseing ▪ Data mart ▪ Knowledge management 	5%
13	Using customer-related data [C2, A2, P1]	Ketepatan dan penguasaan dalam memahami : Using customer-related data	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 2 x 50”] ▪ 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ Introduction ▪ Analytics for CRM strategy and tactics ▪ Analytics through the customer lifecycle ▪ Analytics for structured and unstructured data 	5%

					<ul style="list-style-type: none"> ▪ Big data analytics ▪ Analytics for structured data ▪ Three ways to generate analytical insight 	
14	Planning to succeed [C2, A2, P1]	Ketepatan dan penguasaan dalam memahami : <ul style="list-style-type: none"> ▪ Planning to succeed 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 2 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ The logic of the business case ▪ Organizing for benefits ▪ Network and virtual organization ▪ Person-to-person contact ▪ Key account management 	5%
15	Implementation CRM [C2, A2, P1]	Ketepatan dan penguasaan dalam menjelaskan : <ul style="list-style-type: none"> ▪ Implementation CRM 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 2 x 50”] 	<ul style="list-style-type: none"> ▪ Chapter objectives ▪ Phase 1 : Develop the CRM strategy ▪ Phase 2 : Build CRM project foundation ▪ Phase 3 : Needs specification and partner selection ▪ Phase 4: project implementation ▪ Phase 5 : performance evaluation 	5%
UJIAN AKHIR SEMESTER						

Catatan :

- 1) TM : Tatap muka , BT : Belajar Terstruktur , BM : Belajar Mandiri
- 2) [TM 2x50”] dibaca : 3 sks x 50 menit = 150 menit
- 3) [BT+BM: (1x50”)]dibaca : belajar terstuktut dan mandiri 1x 50 menit
- 4) Mahasiswa memahami CRM [C2,A2,P2] : menunjukkan bahwa sub-CPMK ini mengandung kemampuan ranah taksonomi kognitif level 2(memahami), ranah taksonomi afektif level 2 (menanggapi) dan ranah taksonomi psikomotorik level 1(meniru)



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RENCANA TUGAS MAHASISWA

MATA KULIAH Customer Relationship Management

KODE **SKS** 3 **SEMESTER**

**DOSEN
PENGAMPU**

BENTUK TUGAS

JUDUL TUGAS

SUB CAPAIN PEMBELAJARAN MATA KULIAH

DISKRIPSI TUGAS

METODE Pengerjaan Tugas

1.

BENTUK DAN FORMAT LUARAN

- a. Obyek garapan :
- b. Bentuk Luaran :

INDIKATOR , KRITERIA DAN BOBOT PENILAIAN

- a. Hasil analisis (%)
- b. Hasil dokumentasi (%)

JADWAL PELAKSANAAN

LAIN - LAIN

Tugas wajib

DAFTAR RUJUKAN



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RENCANA UJIAN TENGAH SEMESTER MAHASISWA

MATA KULIAH	Customer Relationship Management			
KODE		SKS	3	SEMESTER
DOSEN PENGAMPU				
BENTUK UJIAN TENGAH SEMESTER				
JUDUL UJIAN TENGAH SEMESTER				
DISKRIPSI UJIAN TENGAH SEMESTER				
METODE UJIAN TENGAH SEMESTER				
BENTUK DAN FORMAT LUARAN				
a. Obyek garapan :				
b. Bentuk Luaran :				
INDIKATOR , KRITERIA DAN BOBOT PENILAIAN				
Hasil analisis (100%)				
JADWAL PELAKSANAAN				
LAIN - LAIN				
DAFTAR RUJUKAN				



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RENCANA UJIAN AKHIR SEMESTER MAHASISWA

MATA KULIAH Customer Relationship Management

KODE **SKS** 3 **SEMESTER**

**DOSEN
PENGAMPU**

BENTUK UJIAN AKHIR SEMESTER

JUDUL UJIAN AKHIR SEMESTER

DISKRIPSI UJIAN AKHIR SEMESTER

METODE UJIAN AKHIR SEMESTER

1.

BENTUK DAN FORMAT LUARAN

a. Obyek garapan :

b. Bentuk Luaran :

INDIKATOR , KRITERIA DAN BOBOT PENILAIAN

JADWAL PELAKSANAAN

LAIN - LAIN

DAFTAR RUJUKAN